This expanded area will cover areas that may be impacted by changes to the parking policy as well as including the Gateway project to the south.

Cost: Zero

Revenue: Additional revenue may be generated if the District boundaries are modified.

Action Time: Third Quarter of 2007

3.1.1 Parking Staff

Finding: The management of the parking system is not effective. There is no head or director of parking and there are several City departments that have direct or indirect involvement in parking such as Finance, Police Department, Planning and Community Development. There is not one primary point of contact for stakeholders. Having the parking function handled by several City departments works well for small communities with limited parking. However, Chula Vista's parking system is becoming larger and more cumbersome to manage using the interdepartmental approach.

This lack of management and a designated coordinator has resulted in a lack of cohesive planning for parking and policies that have not addressed the gamut of parking issues within the District.

It was also noted that there are several stakeholder groups that have an interest in the parking both within the District and the City in general. These groups are TAVA, Chamber of Commerce and the PBID.

Recommendation: Implement a two-phase approach for the management of parking in Chula Vista.

Phase One should include the following:

1. Form a Parking Advisory Committee (PAC) consisting of members of the business community, TAVA, Chamber of Commerce and City staff. The PAC will advise city council on the implementation of the parking plan, review proposals for parking improvements and requests for changes to the systems such as time duration limits, allocation of parking etc. As an option, include one city council and one redevelopment member to the PAC. Though

the majority of the parking issues are within the Downtown Parking District, the PAC should cover all issues concerning parking in Chula Vista.

2. Appoint someone from the City's Community Development department as Parking Director. As Parking Director, this person will be responsible for coordinating the various departments that deal with parking such as Finance, Police, and Public Works. This person would also be the coordinator of the PAC. Though this covers parking outside the Downtown Parking District, the majority of the issues concern the District.
3. Establish a separate parking enterprise fund that would take in the revenue from parking operations. There would be a separate budget prepared for parking including normal operating expenses, capital expenses, and projections of revenues from parking meters, multi space meters, permits and fines. This would include all of the parking in Chula Vista.
4. Incorporate TAVA into the marketing program.

Phase Two should consider and may include:

1. Transfer the management of the parking system from city staff to an outside management firm or another organization such as TAVA.
2. Continue the Parking Advisory Committee. A person from Community Development should remain involved and be responsible for directing the PAC.

Cost: Will involve city staff time that should be assigned to the parking operations.

Revenue: None

Action Time: Establish Parking Committee in Third Quarter of 2007.

3.1.2 Parking Enterprise Fund

Finding: The District has no obligation to continue to use funds generated by parking meter revenue and fines on parking-related activities (i.e. maintenance, repairs and capital improvements).

4-72

Recommendation: Treat the parking revenue as an Enterprise Fund and place all revenue generated from the Downtown Parking District into this fund and direct that these monies will only be utilized for parking expenses and improvements within the District.

The City should put all net revenue from parking less what the general fund will receive in 2007 into a parking fund. The General Fund would be capped at the 2007 level and all additional net revenues would go into the parking fund. This fund would be used for capital improvements to parking.

Cost: Zero

Revenue: None

Action Time: Fourth Quarter of 2007

3.1.3 Parking Education

Finding: As with many communities, there is a general lack of awareness of parking facts within the Chula Vista community. This is evidenced by the amount of overtime parking at short-term meters by employees. In general, there needs to be an education campaign that continually stresses the costs of parking, what the regulations are for enforcement, transit options and the vision of a walk able community. Without a continual education campaign, many of the recommendations in this report will be difficult to successfully implement.

Recommendation: Incorporate the education program into the marketing recommendations. This involves including information in mailers and print ads to business owners/managers and employees and conducting presentations to local organizations.

Cost: Zero

Revenue: None

Action Time: Fourth Quarter of 2007

3.2 Parking Policies

3.2.0 City Parking Policies

Finding: Other than the in-lieu fees, there are no parking policies.

Recommendation: Parking Policies need to be developed and updated as the downtown evolves. Policies should be established for overtime parking, enforcement strategies, parking allocation and charges for parking. The overtime parking should address "shuffling from one short term space to another. Parking enforcement strategies could include how routes are established, times meters are enforced and how rigorous enforcement will be. Parking allocation policies could include the number of permits sold, whether permits should be sold for specific lots, the time limits for short term parking in various lots etc. Finally, policies on parking charges could reflect variable parking rates based on location (concentric parking charges that reflect lower rates for parking that is farther away etc) and based on length of stay.

Cost: Zero

Revenue: None

Action Time: First Quarter of 2008

3.2.1 In-Lieu Fee

Finding: The in-lieu fee policy has been in place since 1980. The formula to calculate the fee is based upon a percentage of construction costs, which is not standard. The formula is confusing to use. RICH requested historical data from the City with respect to monies that were taken in by the fund for the in-lieu fee and expenditures from the fund and determined that the fees received were spent appropriately for the development and maintenance of parking. There were numerous concerns expressed by stakeholders about how the funds had been spent and what the total for fees that were collected.

Recommendation: The in lieu fee system should be retained. The cost per space should be indexed to the cost of the construction of one parking space in a parking structure as opposed to the present model. A per space fee of 25 to 50 percent of the cost of a structured space at the low end of today's cost ($15,000 per space on the low end) would range from $3,750 to $7,500 per space.

At the end of each year a report should be prepared on the money received in the in lieu fund, an accounting on how the money was spent that year and the balance in the fund at the year end.

4-74

It needs to be stressed that the in lieu fee is not an entitlement to a space, nor does it eliminate the need for the business to pay the normal parking charges. This message needs to be consistently given.

Cost: Minimal cost, some staff time

Revenue: Additional revenue based on development

Action Time: Fourth Quarter 2007 to revise the policy

Review of policy and preparation of accounting to occur annually

Table 3A (In Lieu Fee Reconciliation) shows the payments made into the fund and interest income and expenditures paid from the fund. Based on data provided by the City's search, RICH determined that there was a total of $509,742.80 paid into the fund and $493,125.04 was paid from the fund. The expenditures from the fund were made for land acquisitions and construction of surface lots on those properties. Based on this, RICH believes that the funds that were paid into the account were expended for parking acquisition and improvements that benefited the District directly. Based upon the information provided, there were no inappropriate expenditures. There does need to be an annual reporting of the in-lieu fee to stakeholders.

Table 3A
In Lieu Fee Reconciliation

Revenue From Fee In Lieu

	Payments	Interest Income	Total
FY 1983	$7,025.00	$0.00	$7,025.00
FY 1984	$19,250.00	$0.00	$19,250.00
FY 1985	$83,125.00	$6,072.94	$89,197.94
FY 1986	$21,875.00	$6,978.93	$28,853.93
FY 1987	$65,800.00	$7,895.12	$73,695.12
FY 1988	$0.00	$11,737.94	$11,737.94
FY 1989	$19,775.00	$12,463.34	$32,238.34
FY 1990	$0.00	$17,345.11	$17,345.11
FY 1991	$0.00	$5,397.69	$5,397.69
FY 1992	$0.00	$1,939.00	$1,939.00
FY 1993	$26,250.00	$0.00	$26,250.00
FY 1994	$150,500.00	$2,200.50	$152,700.50

FY 1995	$28,379.16	$6,470.53	$34,849.69
FY 1996	$3,500.00	$4,319.18	$7,819.18
FY 1997	$0.00	$461.43	$461.43
FY 1998	$0.00	$457.73	$457.73
FY 1999	$0.00	$524.20	$524.20
Total Revenues	$425,479.16	$84,263.64	**$509,742.80**

Expenditures From Fee In Lieu Fund

FY 1984	$875.00	Refund of fees
FY 1990	$126,500.00	Centre Parking
	$1,660.00	Landis Parking
FY 1991	$103,326.91	Landis Parking
FY 1992	$127,012.70	Church and Center Municipal Parking
FY 1994	$24.76	Church and Center
FY 1996	$600.67	
FY 1997	$134,000.00	Reimbursed to Other Agencies

Total Expenditures	**$493,125.04**
Differences of Revenues over Expenses	**$16,617.76**

3.2.2 Valet Parking

Finding: Valet parking is currently not used in Chula Vista.

Recommendation: The City should have a policy in place for regulating how valet operations would be run and where vehicles are parked. This policy should include using public parking areas and private off-street lots as valet parking storage and on-street spaces for vehicle drop off and pick up. The policy should specify rental charges for on-street parking stalls used for pick-up and drop-off by valet operators so that the operator can rent as many or as few stalls as they need for their operation.

Overall, the policy should specify valet operation standards, the use of and design of permissible signs, on-street parking stall rental charges and the

necessary parking area lease agreements with private parking owners or with the City to provide the valet with evening parking privileges. Further to that the policy, the agreement should specify penalties and or the revoking of the valet operator's license for violation of the policy regulations.

Cost: Minimal

Revenue: None projected

Benefit: Tracks and regulates valet operations through a comprehensive operating agreement and license structure. Any cost associated with administration would be re-cooped through user fees and on-street parking rentals.

Action Time: Enact ordinance allowing and regulating valet services First Quarter 2008.

3.2.3 Residential Parking Permit

Finding: There is currently no residential parking permit policy. With the proposed increases to parking rates and the increase in enforcement of parking, there is the potential that parkers, especially employees may decide to park further away for free on-street parking. This could cause increased parking in the surrounding residential neighborhoods. Should this occur, a residential parking permit program may be required.

Recommendation: The City should prepare a residential parking program policy and possibly an ordinance if the need arises. The policy would generally state that when residents notify the City of a parking problem, the City will canvass the neighbors on one side or both sides of the affected blocks or blocks and if a significant majority agree to the program, the City would erect signs, give (or sell) permits to residents and allow for limited guest parking based on additional input from the residents. Generally, two hour parking is allowed within certain times and for visitors who will stay longer, placards can be given (sold) to residents for their guest parking.

Cost: Minimal for supplies and staff time

Revenue: No net revenue projected

Benefit: Keeps employee parking out of residential areas yet allows residents to park on-street

Action Time: First Quarter 2008- Prepare policy and/or ordinance establishing procedure for residential parking permits services

3.2.4 Reporting to Community

Finding: There is no established process for information sharing between the City and stakeholders. This has led to mistrust and confusion about parking policies and enforcement.

Recommendation: An annual report should be prepared for the community on the status of the parking operation. The report should cover and accounting of income and expenses, details on enforcement including number of tickets written and fines collected, accounting of meter and permit revenue and any management and policy issues.

Cost: Minimal cost, some staff time

Revenue: None

Action Time: Report to be prepared annually

3.3 – Parking Operations

3.3.0 Parking Revenues and Expenses

Finding: Parking revenues in general have been erratic, reaching a peak in 2004 but then dropping to only $298,066.00 for 2006. Parking permit revenue rose from 2002 through 2005 but then dropped by about 23 percent. Meter revenue also rose every year from 2002 until 2005. In 2006 though there was a 17 percent drop in meter revenue.

Parking citations were about $83,000 in 2002 but dropped every year thereafter and reached a low of about $47,000 in 2005. This is a about a 56 percent decrease. Parking citation revenues did rise in 2006 though by about 22 percent. Expenses have also been up and down. Expenses peaked in 2003 at $354,920 and hit the lowest point in the most recent operating year (2006) with $231,540 in expenses. In general there was no explanation for the variances in the trends in either revenues or expenses.

RICH received parking revenue and expense data from the City for the DPD for the last five years. **Table 3B (Historical Parking District Parking Revenue and Fees)** is the compilation of this data.

4-78

Table 3B

Historical Parking District Parking Revenue and Fees

Revenue	2006	2005	2004	2003	2002
Permits	$27,402.00	$35,996.00	$33,015.00	$27,681.00	$26,154.00
Parking Citations	$53,728.00	$46,939.00	$65,830.00	$69,067.00	$83,211.00
On-Street Parking Meters	$147,467.00	$176,527.00	$171,915.00	$158,150.00	$153,896.00
Off Street Parking Meters	$69,469.00	$88,314.00	$81,559.00	$75,616.00	$74,434.00
Total Revenue	$298,066.00	$347,776.00	$352,319.00	$330,514.00	$337,695.00
Expenditures					
Personnel Services	$22,077.00	$39,351.00	$38,941.00	$87,487.00	$88,850.00
Supplies and Services	$24,421.00	$38,450.00	$46,954.00	$54,484.00	$30,299.00
City Staff Services	$185,042.00	$232,126.00	$215,904.00	$212,949.00	$194,512.00
Total Revenue	$231,540.00	$309,927.00	$301,799.00	$354,920.00	$313,661.00

Recommendation: Prepare a Parking District Operating Budget that projects appropriate operating and expenses for the District. An annual report should be prepared for the community on the status of the parking operation. The report would cover the income and expenses, details on tickets written and collected, money collected from meters and permits and then management and policy issues. In addition, the City should track costs on a line item basis in order to establish trends for budgeting.

Cost: Minimal for supplies and staff time.

Revenue: None

Action Time: Operating Budget and Report to be prepared annually

3.3.1 Marketing

Finding: The City does not have a marketing program for the Parking District. TAVA has provided limited marketing of the parking district.

Recommendation: RICH recommends that an on-going and budgeted parking marketing program be developed. The program should be funded by the parking system and could be implemented by the Third Avenue Village Association under the direction of the Parking Advisory Committee.

4-79

The marketing plan should include direct mailings, brochures, maps, and on-line web page as part of the City's web site or articles in magazines. Parking information should be included in each TAVA newsletter. This would repeat information on employee parking and reinforce that on-street and short stay spaces in off-street lots are for customer/visitor use. Also, the marketing effort would include bringing business on board for the parking validation system and then marketing the availability of this system to the public.

Information contained in the marketing material should include location, up-coming changes, pricing, regulations, fine payment options and any other information relating to the parking system.

Cost: Budget $15,000 per year for on-going marketing efforts.

Revenue: No revenue can be projected though the marketing campaign should increase revenue.

Action Time: Fourth Quarter of 2007 then ongoing

3.3.2 Signage

Finding: The City is lacking overall in a comprehensive and coordinated sign program. There are parking way finding signs in Chula Vista though they are not all the same shape, color or text. The signs do not lead all the way to the parking areas. The lots do not have Location/Identification signs, telling where a parker he/she is in downtown and what types of parking is permitted.

Recommendation: RICH recommends that a comprehensive sign program be developed, including the four types of parking signage: direction, location, identification, and pedestrian way finding. Examples of these are shown on the following pages.

There are four fundamental signs for way finding beginning with introduction signs that designate a symbol and color to look for when seeking a parking area. The next level of signs assists people to find the downtown area. Location and directional signs direct people once downtown to specific areas or districts. Districting or branding areas within the downtown is an excellent method of achieving unique concentrations of business types.

4-80

Identification and location signs are used at the entrance to specific parking areas to indicate the name of the parking area (all parking areas should have a unique designation, such as a name and color to help visitors and customers to orient themselves and remember where they parked). Identification and location signs are commonly combined to create one sign thus reducing the number of signs. Parking area identification should also include a concise description of who can park there, how much it will cost and for how long they can park.

Way finding is the final sign type. Way finding can be thought of on two levels, one for vehicles and the other for pedestrians. The signs described above are directed at vehicle way finding. Pedestrian way finding is also important, even in small urban areas, to provide individuals with a sense of orientation and comfort in the downtown area.

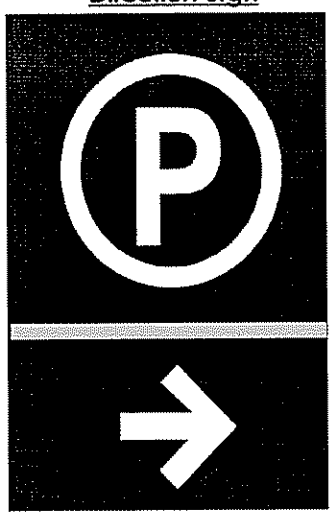
Cost: 10,000 to $50,000 depending on signs, how many, and design.

Revenue: Additional revenue may be collected, but cannot be projected at this time.

Action Time: Second Quarter of 2008

Parking Sign Type Examples

Direction Sign

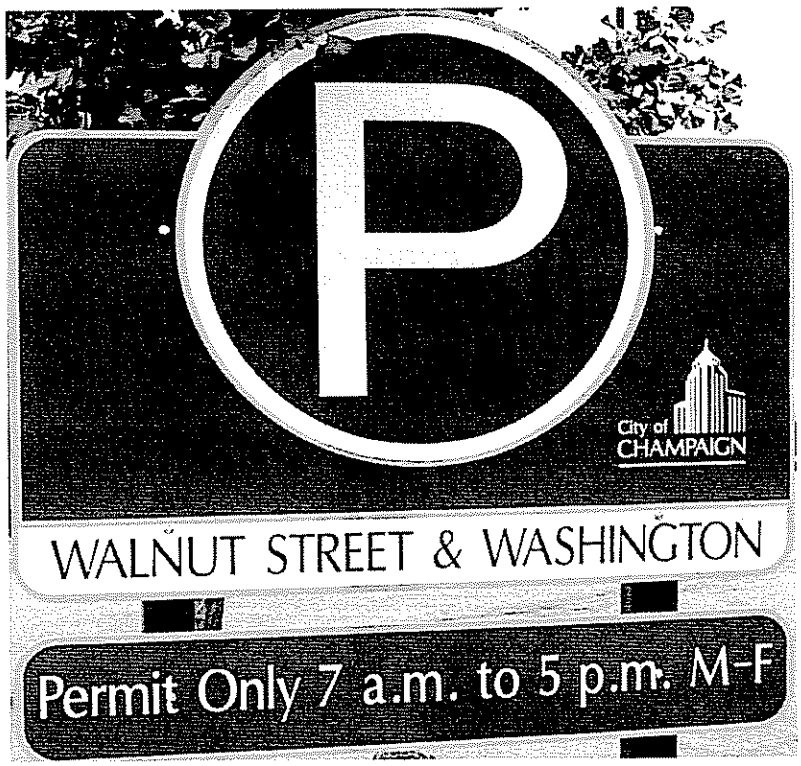


Introduction

Location Sign

4-41

Identification Sign



This identification sign has 4" text lettering.
The parking symbol or identification logo is approximately 26 inches in height.

4-82

Wayfinding Sign

This is an example of combining a vehicular and pedestrian way finding sign. The use of a map for the pedestrian way finding is very beneficial.

4-83

The general qualities of good signage include the following aspects:

- Use of common logos and colors.
- Placement at or near eye level.
- Use of reflective, durable material.
- All four types used in conjunction to guide motorist and pedestrian activity.
- All entrances to the downtown need to have introduction signage.
- All parking areas need to have identification signage.
- All routes through the downtown need to have directional and location signage.
- All pedestrian routes to and from major customer/visitor parking areas need to have way finding signs.
- The identification signs located at parking areas need to convey parking rates, hours of operation, maximum durations, and validation availability.

Design Specific Criteria Recommendations:

- In general, sign lettering should be four inches in height. Smaller lettering may be difficult to see and cause traffic slow-downs as drivers read signs before entering a parking area.

- Depending on the location for the signs, some may need State Department of Transportation approval before installation. The City Engineering Department will need to be consulted on specific locations that fall under State control and the various regulations that may need to be met.

- Logos and sign colors can be customized to suit the communities desired design criteria. The important element is to be sure that signs can be read easily by being a distinctive color that stands out from background colors of adjacent buildings.

- The signs colors and logos need to be consistent for ease of understanding and quick visual reference by drivers.

- Sign programs are usually best undertaken at a City-wide level to include all the City's signs. The comprehensive nature of a large-scale sign program helps ensure that all forms of way-finding signs (vehicular and pedestrian) are taken into account.

- Vehicular way-finding needs to be laid out initially in a coordinated fashion to determine what the preferred entry points to the community should be. Often directed traffic flow is a more efficient option that allows the community to take advantage of planned vehicle routes and entry points. A key 'rule of thumb' is that fewer, well thought out and well placed signs are far better than too many signs scattered randomly throughout a community.

- Vehicular way-finding should include direction arrows to key destination places such as theaters, museums, shopping districts, etc., used in conjunction with the parking direction signs to allow a driver to quickly orient them selves to their destination and best parking options. Arrows should always be oriented to indicate forward, left or right movement. Reverse arrows or arrows indicating that a destination has been passed should be avoided to reduce confusion.

3.3.3 Condition of City Parking Lots

Finding: In general the parking lots need attention. There are several parking areas that have broken or missing lights, and some that need additional lighting. Parking stall striping, and signage in general needs to be redone. In all cases the meters are in bad condition and the meter poles need painting.

RICH reviewed each parking area and the findings from that review are included in **Table 3C (Parking Lot Condition Assessment) on page 3-18.**

Recommendation: Make the following improvements.

- **Lighting:** Lighting needs upgrading in lots 2, 3, 4, and 11. In some cases there is insufficient lighting and in lot 3 for example there are missing lights.

- **Striping/Painting:** Lots 1, 2, 5, 6, 9, and 10 need re-striping. In general, the lots should be re-striped every year or every other year as needed.

- **Signage:** Recommendations for signs are covered in more detail in 4.4.13. There needs to be lot identification signs to indicate that the lot is a City of Chula Vista parking area and the type of parking that

is available. Additionally, for the lots that have heavy customer/visitor usage, there should be way finding signs so that a parker who has now become a pedestrian can find the destination they are looking for and be able to find where they parked on their return.

- **Lot Surfaces:** Lot 5 needs to be resurfaced and any depressions filled and compacted. Lot 2 had several depressions that need to be filled and that part of the lot surfaced.
- **Landscaping:** Landscaping needs to be maintained such that shrubs and small trees are pruned so that someone cannot hide behind them and possible attack a pedestrian.

Cost: No estimates were made at this time. Additional analysis must be completed to quantify and qualify the improvements that are required.

Revenues: None

Action Time: Fourth Quarter of 2007-Analysis of facilities

First Quarter of 2008- Prepare specifications and bid
Second and Third Quarter of 2008-Implementation

4-86

Table 3C Parking Lot Condition Assessment

Lot #	Lights	Striping	Signage	Surface	Landscaping	Meters
1	No lighting	needs painting	ID signage need improvements	Surface ok, had wheel stops	ok	Paint poles or add signs
2	Only one pole, may not be enough	needs painting	ID signage need improvements	surface has some depressions that could be hazardous, overlay surface	ok	Paint poles or add signs
3	Some missing lights with "Old Style" poles, appears to be adequate	ok	ID signage need improvements	surface ok, curbing ok	ok	Paint poles or add signs
4	Lighting needs upgrade	ok	Needs exterior and interior signage	Concrete rehab necessary, especially on roof deck	ok	N/A
5	One light pole is sufficient	needs painting	ID signage need improvements	Surface in bad condition, needs filling and overlay, curbs ok	ok	Paint poles or add signs
6	No lighting	needs painting	ID signage need improvements	Surface ok, curbing ok	ok	N/A
7	Has "Old Style " lighting, appears ok	ok	ID signage need improvements	surface ok, curbing ok	ok	Paint poles or add signs
8	Has "Old Style " lighting, appears ok	ok	ID signage need improvements	surface ok, curbing ok	Very well landscaped	Paint poles or add signs
9	One light pole appears sufficient	needs painting	ID signage need improvements	surface ok, curbing ok	ok	Paint poles or add signs
10	One light pole appears sufficient	needs painting	ID signage need improvements	surface ok, curbing ok	ok	Paint poles or add signs
11	Has "Old Style " lighting, may not be sufficient lighting due to location of poles	ok	ID signage need improvements	surface ok, curbing ok	ok	Paint poles or add signs

3.3.4 Existing Parking Area Configuration

Finding: RICH reviewed the design and layout of each of the City's parking lots. In general, all of the parking areas are laid out as efficiently as possible. The exception is Lot 6 which due to the entry/exit configuration causes parkers to enter the lot from Madrona and the alley going the wrong way down the alley.

Recommendation: There are no recommendations at this time unless Lot 6 is not redeveloped, in which case the entry/exit issue should be explored. One suggestion would be to remove the one-way designation in the alley therefore increasing access through the alley or create an entry/exit off of Madrona, although this would potentially reduce the capacity of the lot.

Cost: Zero

Revenues: None

Action Time: None

3.3.5 Paseos

Finding: Some of the paseos need improvement. They can be dark, are not well identified on either the parking end or the street end and some are not inviting for pedestrian use. The paseos are a severely underutilized asset for the District that need to be improved and then marketed to the public.

Recommendation: These paseos are an integral part of the parking system, especially when downtown blocks are long. They help cut down on the distance customers and visitors have to walk to and from parking, thus making the parking lots more viable and attractive.

Install signage to better identify the paseos (refer to signage recommendation). It is important for a customer/visitor to quickly identify their destination once they have parked their vehicle. Signage leading from the parking area to the downtown will create a positive experience for employees and customers especially new visitors in the downtown.

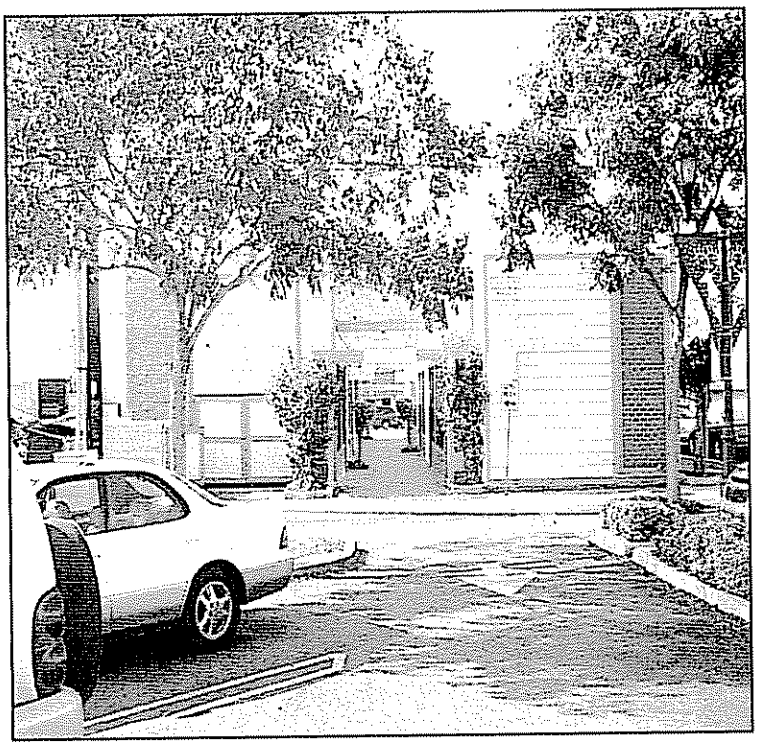
Consider using murals and landscaping in the paseos to create more inviting walking experience from the parking lots to the businesses on Third Street. These walkthroughs must be well lit and inviting for people to use

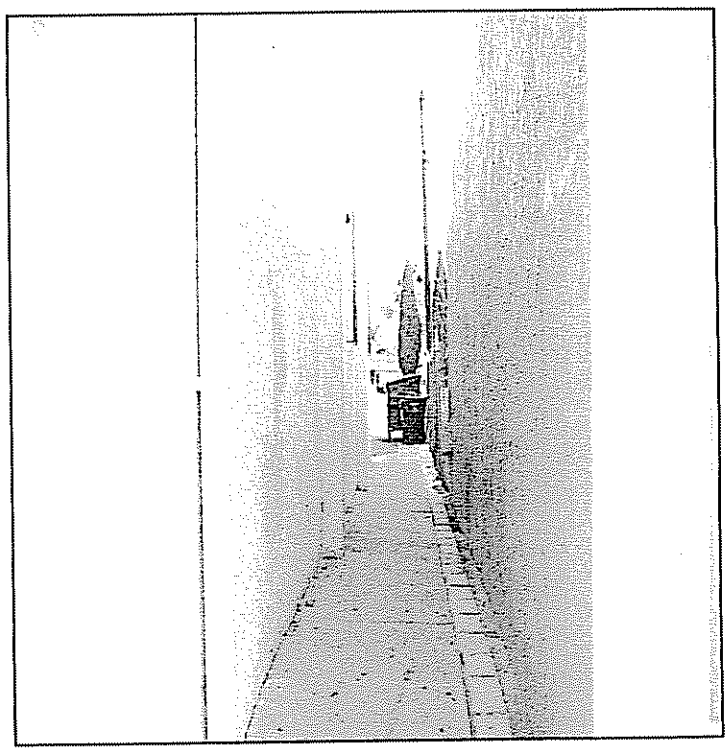
them. There are some paseos in the downtown that have shops lining the walkway. This makes the walking experience inviting and interesting.

Cost: Budget $10,000- $100,000 depending on landscaping. The costs for changes to the paseos could be paid for by TAVA and the Pbid.

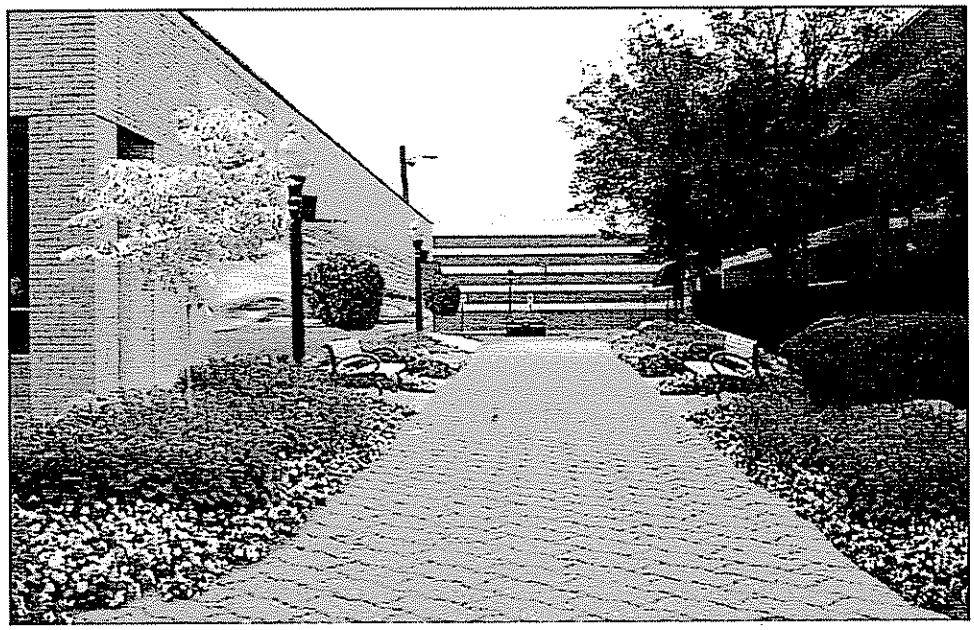
Revenue: Additional revenue may be collected, but cannot be projected at this time.

Action Time: First Quarter of 2008





The picture on the right is an inviting well-lit paseo in downtown Chula Vista.
The paseo on the right is also downtown but needs lighting and art to create a more inviting space.



A good example of an inviting paseo with good lighting, landscaping and a mural.

3.3.6 Validation System

Finding: There is currently no validation system in place.

Recommendation: As a part of the overall marketing plan, RICH recommends that the City institute a parking validation system. This can take several forms with the goal of giving businesses ways to offer free parking to their visitors or customers. With the recommended electronic parking meters and multi space meters, we have recommended a value card option. The value card would be an inexpensive card that would have a dollar amount installed on it that a business could purchase from the City that they could then in turn give to their customers or visitors for use on their next trip downtown. In addition, a rechargeable card could be sold that could be recharged at any of the multi space meters and City Hall.

Cost: Upfront costs of validations may run from $3,000 to $5,000

Revenue: No revenue increase can be projected though the validation should help increase revenue

Action Time: Begin Third Quarter of 2008.

4-90

3.4 – Parking Enforcement

3.4.0 Parking Enforcement Staffing

Finding: The Parking Enforcement Program in downtown Chula Vista is not functioning at optimal efficiency. The Parking Enforcement Officers (PEO) do not just enforce parking within the District. They enforce other parking regulations outside the District as well. The posted times of enforcement are Monday through Saturday from 9:00 A.M. to 5:00 P.M., but the officers are not scheduled to enforce parking in the District during this entire time. There do not appear to be set routes or beats for the PEOs to follow every two hours, thus creating an inconsistent and sometimes haphazard enforcement of parking.

Recommendation: Enforcement optimizes the efficiency of existing parking and has the potential to increase fine revenue. For enforcement to operate at optimal efficiency there needs to be personnel dedicated to parking enforcement. It is a key component of enforcement that the officers cover a route and consistently check vehicles. In all cases PEOs should use a hand held ticket writer to conduct license plate checks and monitor when vehicles are staying beyond the allotted time or shuffling their vehicle to avoid receiving a parking citation.

Cost: Budget **$70,000 per full-time position** including salary and benefits. This estimate is based upon the estimated current cost to fund a full-time PEO at the City of Chula Vista.

Revenues: Based on current fine rates and collection rates, the fines are projected to be **$63,700.** With the proposed increased fine rates the projected revenue is estimated at $**75,100** for the first year and **$88,000** for the second year, based upon a projected increase of 15 to 20 percent in the number of tickets issued.

Action Time: Third Quarter 2008

3.4.1 Handheld Ticket Writers

Finding: The Chula Vista Police Department uses handheld ticket writers to issue parking tickets. Currently these devices are not being used to their full potential. This results in less than optimal enforcement since information is not readily available to the parking enforcement officers.

4-91

Handheld ticket writers can be used to enforce activities such as shuffling from space to space, meter feeding and people not paying tickets. These ticket writers can also record the number of tickets a vehicle has received as well as any outstanding tickets. They can also be updated with information such as stolen vehicles and warrant information. Properly used, handheld ticket writers increase the efficiency of the overall parking system.

To most effectively utilize the ticket writers, an enforcement route needs to be established and followed every two hours during Chula Vista's enforcement period of Monday through Saturday from 9:00 A.M. to 6:00 P.M. The handheld ticket writers should be utilized to record the license plate of each vehicle parked in short term parking and input into the handheld. The enforcement officer can then use the handheld to determine if a vehicle has moved or if the parking meter is being fed beyond the two-hour time limit.

Recommendation: Upgrade the system used in the handheld ticket writers to allow them to record and track license plates, provide information about outstanding tickets and number of tickets received, and data regarding stolen vehicle and warrant information.

Cost: **Estimated at $40,000,** although the costs need to be determined based on a written specification of the requirements that the supplier can review and respond to with a cost.

Revenue: The specific revenue increases that could be anticipated from upgrading the software to accomplish the different goals are projected to result in at least a 10% increase in the number of tickets written. Based on current fine rates and collection levels, this would increase the fine revenue to **$52,300**. With the higher fine rates proposed in #3 below the projected fine revenue could be **$69,900** the first year and **$81,100** the second year.

Action Time: First and Second Quarter 2008- Prepare a specification of what the system should provide and Issue Request for Proposals

Third Quarter of 2008- Enter into contract with vendor and have software changes completed

3.4.2 Overtime Parking Fine

Finding: Chula Vista's overtime parking fine of $12.00 is not currently high enough to discourage parkers from knowingly violating parking regulations. During the turnover and occupancy study RICH observed many vehicles staying beyond the posted times both on-street and off-street.

If violators knew that regular enforcement occurred in the District and received tickets for infractions, an increased fine would aid in decreasing the number of violators. Because enforcement is inconsistent, many parkers are willing to violate the parking regulations because they know that even if they receive a ticket the fine amount is still significantly lower than buying a parking permit or consistently feeding the meter.

Encouraging patrons to use parking as designated by the parking regulations and pay for their parking increases the efficiency of the system, thus effectively providing more parking opportunities in the downtown area. Fine income will increase and aid in updates to the parking system.

Recommendation: Increase the overtime parking fine from $12.00 per infraction to $50.00, consistent with the Parking Violation Penalty Schedule, as prepared by the San Diego Parking Penalties Executive Committee in June 2005. Most cities within the County have adopted this fee structure.

Additionally, the fine should increase from $24.00 to $75.00 if the ticket remains unpaid within the thirty- day repayment period.

Cost: None

Revenue: Assuming the percentage of tickets paid remains the same, there are no more additional tickets written per year (use 2006 as base), the estimated first year revenue is projected to be **$62,650** and second year at **$73,300**. Assuming handheld updated software for the ticket writers in #1 above the fine revenue is projected to be **$69,900** the first year and **$81,100** the second year.

Action Time: Implement Third Quarter 2008

3.4.3 Multiple Tickets

Finding: Currently Chula Vista issues multiple tickets for the same day violations of expired meters. This policy is consistent with the policies of many other communities surveyed by RICH. Similar to graduated fines, multiple tickets for the same infraction also aids in discouraging individuals from knowingly violating parking regulations as an alternative to paying for parking. The use of handheld computer technology compliments this effort as the software tracks license plate information and the infraction particulars. The ticket writer can then identify were multiple infractions occur and issue tickets accordingly.

Recommendation: This policy should be continued because it encourages individuals to adhere to parking regulations. For example, a parker will not park all day at a two-hour meter since he/she will receive multiple tickets, resulting in fines. This ensures appropriate turnover rates and provides more parking to customers and visitors

Cost: None

Revenue: No projected increase

Action Time: Currently in place

3.4.4 Courtesy Ticket

Finding: There is currently no courtesy ticket issued for first time violators.

Recommendation: RICH recommends that from a public relations standpoint Chula Vista should issue courtesy tickets for the first offense of a non permit vehicle. With the recommended enhancements to enforcements, customers and visitors who mistakenly stay beyond the meters time length may be ticketed resulting in a negative image for the downtown. The parker need to be informed of parking regulations as well as parking areas that have longer stay meters or in the case of Park Plaza, free parking.

This would require utilizing the handheld units currently used for enforcement and the storage of data for a longer period of time. If a vehicle (without a permit) at an expired meter has not received a ticket

during a specific period of time (say the last six months), then a courtesy ticket could be issued that would first thank the parker for coming to downtown Chula Vista and that their patronage is appreciated. Then the courtesy ticket would go on to alert the parker to the fact that they were in violation and then give the parker a map with alternatives to where they can park for longer periods of time.

Cost: Loss of revenue from first ticket issued to an individual. Will require software upgrades to handheld ticket writers that are included in #1 above.

Revenue: The projected loss of revenue is difficult to project at this time.

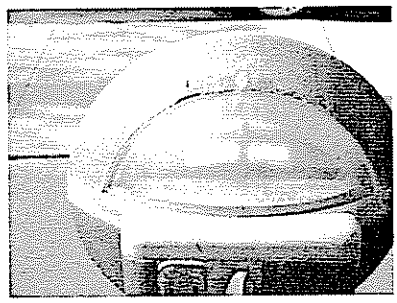
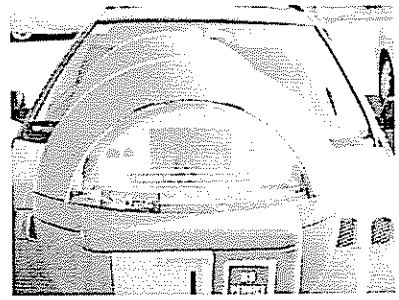
Benefit: Public relations is championed in Chula Vista and the customers of the City's businesses are less impacted by more stringent parking enforcement or by other policy and management changes that enhance parking regulations.

Action Time: Third Quarter 2008

3.5 Parking and Revenue Control

3.5.0 On-Street Parking

Finding: The meters need to be replaced. There are three types of meters being used in Chula Vista, with the majority of the meters more than 30 years old. There appear to be many non-functioning meters, as noted during RICH's fieldwork, which is likely due to the inability of the City to repair meters due to their age, which has resulted in a lack of ability to purchase parts and equipment for the meters. This causes numerous problems particularly since the public does not receive consistent or clear direction as to what the regulations are related to broken meters. It appears that tickets are issued to vehicles parked at broken meters even when a note was attached to the meter stating that it was broken. This creates a sense of confusion and frustration from customers and visitors.

Three different types of meters are used in downtown Chula Vista

Recommendation: The City needs to purchase new meters for the on-street parking in the District. RICH recommends that the City purchase individual electronic meters for on-street parking. The meters can accept coins, tokens and value or smart cards, which could be sold to merchants. The value cards could be used by merchants as a marketing tool by distributing a card to customers for free parking on their next visit. The meters should be electronic, which will allow rates and time parameters to be more easily changed. Additionally, the reporting of income and use by each meter can be downloaded by a handheld machine which will assist in the revenue analysis and accountability. Ideally, the system would also be wireless.

Duncan Meter

Several options were considered such as individual meters, multi-space meters and pay-and-display machines.

- The mulit-space meter requires each on-street stall to be numbered with the parker locating and walking to the meter's central location, generally in the middle of the block, entering their stall number and then depositing the appropriate amount of money required for the duration of their stay. The multi-space machine can include credit cards or value cards and can be networked. The downside of the multi-space meter is that it requires the parker to find the central pay location on the block. Enforcement is also a bit more difficult. With the multi-space meter the enforcement person must check the machine to see which spaces still have valid time. The PEO could not drive by each space to see if there was an expired meter.
- The pay and display machine is also centralized on the block and the parker deposits the amount of money for the amount of time they want to park and then they receive a receipt that they then place in the front

dashboard of their vehicle. The pay and display machine can include credit cards or value cards and can be networked.

- The downside of the pay and display machine is that it requires the parker to find the central pay location on the block. Enforcement is also a bit more difficult. With the pay-and-display machine the PEO will have to look in each dash to see if the vehicle has overstayed the time printed on the receipt. The PEO could not drive by each space to see if there was an expired meter.

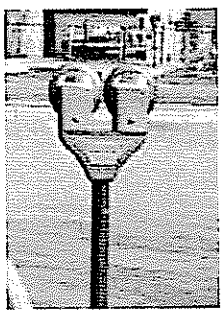
Cost: **$160,000** for individual meters. Additional cost for specifications and drawings is estimated at **$10,000**.

Revenue: No additional revenue was projected by having new meters though some increase may be expected.

Action Time: First Quarter 2008- Prepare specifications and bid Second Quarter of 2008-Install

3.5.1 Off-Street Parking

Finding: In the off-street lots there were several instances where there is random placement of two-hour meter heads in a row of 10-hour meters. RICH staff is not sure why this was occurring, though there were several lots where this occurred.

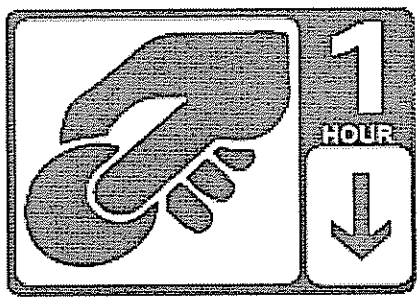


Single space meter heads can be difficult to maintain, for both collection and maintenance. They can also take significant time to empty and enforce. There are several options such as the multi-space and pay and display meters that would help make parking enforcement, collection and maintenance more efficient.

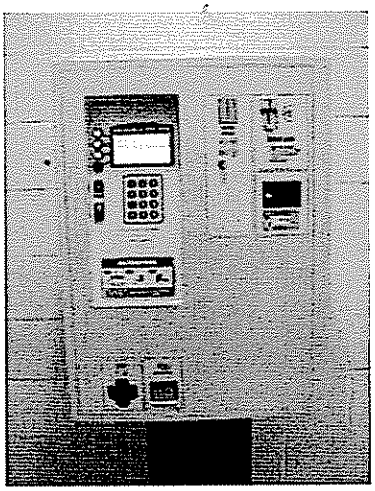
The four-hour off-street parking is being used for long term parking by employees however most employees are at work eight plus hours a day. This would require an employee to feed the meter. It could be argued that visitors who require more than two hours of parking are using this parking, but the turnover study did not find this to be the case. There is no issue keeping the four-hour meters, though it requires employees to feed the meter if they park there and work more than four hours a day.

Recommendation: Install multi-space meters in off street lots #2, #3, #5 and #7. The remainder of the lots would receive new single space meters.

For the multi space meter lots, each stall must be numbered and the machine(s) would be conveniently located with appropriate signage instructing the parker how to pay and where to go. The multi-space meter will accept coins, bills, credit cards and value cards. The machines can be networked and could be solar. The parking enforcement officer will have to pull a report from the multi-space meter in the lot and then drive around the lot to determine if the vehicle parked in a space is legal.



Meter location sign



Examples of multi-space meters

Cost: **$85,000** for individual off street meters and **$125,000** for multi space meters in Lot #2 (1 unit) Lot 3# (2 units), Lot #5 (1 unit) and Lot #7 (1 unit). These costs include installation, software, one hand held, and collection cart. Additional cost for specifications and drawings is estimated at **$10,000**.

Revenue: No additional revenue was projected by having new meters though some increase may be expected.

Action Time: Prepare specifications and bid First Quarter 2008, and install Second Quarter of 2008.

3.5.2 Parking Rates

Finding: The parking rates in Chula do not deter people from parking beyond the posted limits nor do the rates promote the use of the Park Plaza parking structure. In general, the parking rates do not differentiate the different parking space types enough to reflect their use and desirability.

The current parking rates also do not allow the parking system to generate adequate revenue to operate the parking or revenues to improve the parking system. Also, if the enforcement is not consistent, it makes it difficult to charge appropriately for parking.

Recommendation: Increase the parking rates for meters and permits as follows:

Time Limit	Current Rate	Proposed Rate
On-street 30 minute meters	$0.05 per 10 minutes	$0.25 per 30 minutes
	Token per 10 minutes	
	$0.10 per 20 minutes	
	$0.25 per 30 minutes	
On-street 2 and 3 hour meters	$0.05 per 10 minutes	$0.25 per 30 minutes
	Token per 10 minutes	$0.50 per 60 minutes
	$0.10 per 20 minutes	
	$0.25 per 50 minutes	
Off-street 4 hour meters	$0.05 per 30 minutes	$0.25 per 30 minutes
	$0.10 per 60 minutes	$0.50 per 60 minutes
	$0.25 per 150 minutes	
Off-street 10 hour meters	$0.05 per 30 minutes	$0.25 per 60 minutes
	Token per 30 minutes	
	$0.10 per 60 minutes	
	$0.25 per 150 minutes	
Permits	$54.00 per Quarter	$120 per Quarter
Permits For Lots 2 and 3	$54.00 per Quarter	$180 per Quarter

Cost: No costs since the new parking equipment will come with the increased rates

Revenue: The projected increase in revenue is shown on the following page for the first and second year.

4-99

	Year 1	Year 2
On-street meters	$183,950	$204,400
Off-street meters	$122,800	$166,810
Permit	$57,600	$57,600

Action Time: Second Quarter of 2008

3.5.3 Parking Allocation

Finding: The City of Chula Vista has two different types of on-street parking meters. The 30-minute and two hour on-street meters are sufficient based on the land uses and the typical average stays.

Recommendation: Implement the following changes to the allocation of certain time limit designations within the District.

On-street Parking

The two-hour parking should be the dominant duration for on-street parking as it suits the needs of the majority of customers and visitors. Individuals requiring more than two hours for parking should be directed to off-street parking areas. The other duration that should be found on-street is 30 minute parking for use as pick-up and drop off stalls or very short-term parking. The 30 minute parking should be located as either the first or last stall on the block face where needed. Finally, in areas where there is no demand for customer-visitor parking, ten-hour on-street meters could be used to add to control over these spaces and to generate revenue.

Off-street Parking

For the off street lots with meters, they are either four hour or ten hour meters. As recommended in Parking Revenue Control, four lots should be equipped with multi-space meters. For Lots 2 and 3 on Landis, RICH recommends that they be converted to three- hour time limits.

Lots 2 and 3 on Landis Avenue between E and F Streets and Lot 5 on Madrona and Third Avenue are not providing sufficient customer and visitor

parking due to the large number of 10-hour meters in these lots, since the 10-hour meters are primarily utilized by employees. This allocation of spaces decreases the amount of parking available to visitors. Based on the land uses in the area, it is more appropriate for these spaces to be utilized by customers and visitors.

Permit Parking

Although, RICH supports permit parking and believes it should be maintained, specifically for lots 2 and 3, the permits should be priced higher than other permits. The rate should be at least 150% of the base permits in the other lots. This will provide ample daytime parking for customers and visitors in Lots 2 and 3 since the fee increase will likely result in fewer permits being sold for these lots. Those employees who elect to not pay the premium fee to park in these two lots will move to the Park Plaza parking structure, which currently provides free public parking.

In addition, permits City--wide should be issued for specific lots. Many stakeholder expressed frustration that they were unable to find a space in a lot even though they had purchased a permit. A permit today is merely and hunting license for a space in any lot.

Cost:	Cost for signage change estimated at $5,000
Revenues:	No impact projected at this time
Benefit:	The change to parking lots on Landis will create improved visitor/customer parking.
Action Time:	Second Quarter 2008

3.6 – Parking Facilities

3.6.0 Park Plaza Parking Structure

Finding: This parking structure is critically underutilized. During the turnover and occupancy on December 14, 2006 the structure was only 42 percent occupied at peak hour and on December 15, 2006 it only reached peak occupancy of 32 percent. Based on normalizing the data, RICH would project that the typical average occupancy is about 40 percent.

4-101

This facility represents a parking asset and in the overall plan, this parking will be promoted for employees (free) and as a free parking alternative for customers/visitors who need or want to stay longer than two hours.

The Park Plaza Parking Structure signs are old and fading so they are difficult to find. The lighting in the structure and stair towers is insufficient and this may be a reason employees do not use the structure. The structure is not easily identified as public parking nor is it easily seen due to the fact that it is set back from F Street and Third Avenue. Finally, the structure needs rehabilitation. There is spalled and crack concrete that needs to be repaired, exterior spandrel walls need repairs, and the stair towers need repairs.

Recommendation: Implement the following improvements.

- Upgrade locational and directional signage to the parking structure.
- Upgrade signage in the parking structure identifying floors, where certain groups can park, and finally way finding signage in the parking structure to tell a parker where they are going to get to Third Avenue.
- Lighting within the parking structure needs to be upgraded to have at least six foot candles across the floors with 30 foot candles at the vertical cores (stairs and elevators).
- Re-stripe the parking floors.
- Have a conditions study done and complete structural and cosmetic repairs to the structure.
- Consider adding an elevator to the north end of the parking structure to facilitate employee and customer/visitor access to parking.
- The lower level spaces will be allocated to short-term parking (three hours) and the upper floors all day parking.

Cost:	Costs to be determined
Revenue:	Zero
Action Time:	Fourth Quarter of 2007-Conduct Study
	Second Quarter of 2007-Implement improvements

4-102

Chula Vista

Signs and lighting are an issue in the Park Plaza parking structure. This structure would be more inviting with better lighting and signage to direct and let people know this is long term free parking.

There is not a sizable sign at the entrance to the Park Plaza parking structure. There are signs in the median of the road, though they are very difficult to read and not all cars can see the signs. All entrances should read free parking to encourage customers staying beyond two hours to park here.

Examples of signs to help locate free parking for customers/visitors

4-103

3.6.1 Meter Color Coding

Finding: The existing meters are not marked to indicate the time limit for the meter, which is confusing for parkers. There needs to be an easy way for parkers to identify if they are at a 30-minute, 2-hour, or 10-hour meter to avoid pulling into a space then realizing they won't have enough time and having to find another space, which affects traffic congestion and parking availability.

Recommendation: Designate a color to represent each parking limit then implement by painting the entire pole or painting a band of color just below the meter head. There are also color bands that can be placed at the top of the meter head that may be considered.

Cost:	$5,000
Revenue:	None
Benefit:	Easier to understand system will improve parking and overall customer/visitor experience to Chula Vista.
Action Time:	Second Quarter of 2008

3.6.2 Street Curbs

Finding: The street curb painting is inconsistent.

Recommendation: Street curbs should only be painted for no parking where required and for fire hydrate locations. Curbs should not be painted to reflect the type of parking available.

Cost:	No estimates were made at this time. Additional analysis must be completed to quantify the areas to be painted
Revenues:	None
Benefit:	Make no parking areas legible
Action Time:	Fourth Quarter of 2007-Analysis First Quarter 2008-Work completed

4-1-09

3.7 – Bicycles as an Alternate Mode of Transportation

3.7.0 Bicycling as an Alternative to Driving

Finding: There is a need for a program to promote bicycle usage in Chula Vista and to make traveling to downtown by bicycle safer and more appealing.

Recommendation: Following the UCSP in promoting alternate modes of transportation and creating a more pedestrian friendly downtown, consider making Chula Vista a more bicycle friendly downtown and providing adequate and useable bicycle parking. Consider creating a bike route to the downtown and creating a marketing program to promote bicycle use as an alternative to driving. Create a special event to promote bicycles in an effort to help create alternative modes of transportation, which in turn cuts down on the number of parking spaces needed.

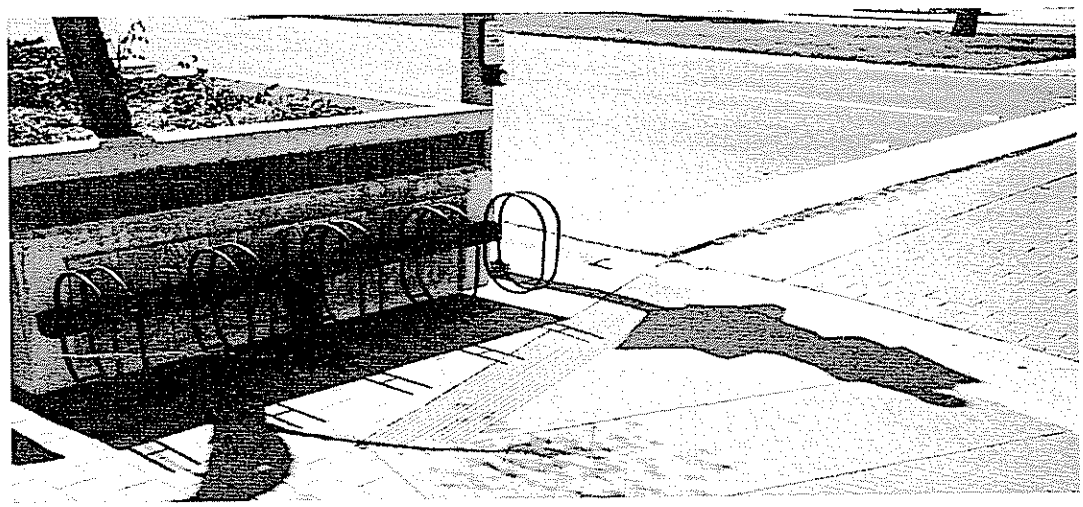
Cost: To be determined

Revenue: Zero

Action Time: Fourth Quarter of 2007

3.7.1 Bicycle Parking

Finding: Chula Vista does have bicycle racks, though they are difficult to find. There are walls built around some of the bicycle racks that hid the rack. There is no signage to show where the racks are located.



The placement of this rack will impede pedestrian traffic when the bicycle rack is full.

Recommendation: Install new bicycle racks in the downtown and institute a marketing program to promote new locations to park bicycles. In following the UCSP, racks should be placed near bus stops to encourage people to use the bus, epically stops with a high ridership count like the intersection of Third Street and H Street. In areas where commuters will be using bicycle storage it is a good idea to provide a shelter from the elements such as a bike locker, covered rack or simply by placing bicycle racks in an existing or new parking structure.

Parking bicycles in many ways should be looked at like parking cars, areas for parking must be convenient, well lit and signed. Racks must allow for enough room when parking a bicycle there is ease in locking the bike to the rack. Locations for bicycle parking should mirror locations of automobile parking. Existing parking lots create a good place for bicycle racks and several bicycles can be parked in one automobile parking space. Begin by placing racks in lots with the highest parking demand. As racks begin to get greater utilization, begin adding additional racks in other lots with high parking demand.

Cost: $10,000-$75,000 depending on the number and style of racks, signs and marketing materials.

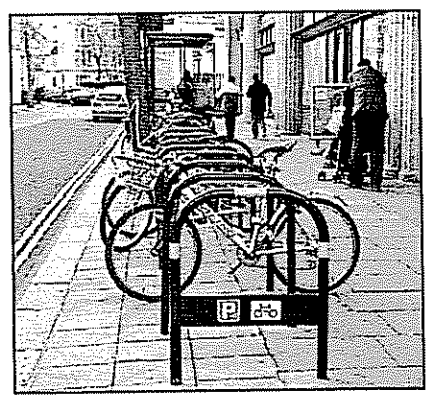
Revenue: None

Benefit: As mentioned, bicycle friendly communities draw people and activity into the downtown areas, promoting economic and social activity.

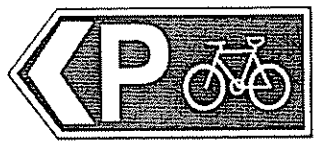
Action Time: Second Quarter of 2008

Best Practices for Selecting Bike Racks:

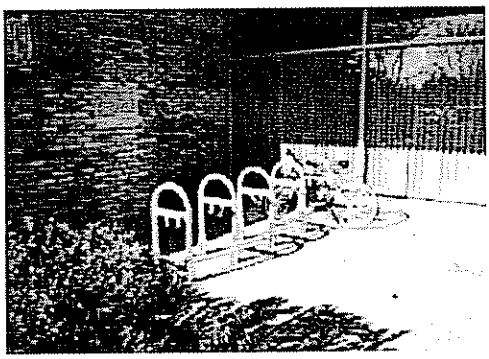
- Racks should allow bike frame to make contact at two points. Most bikes commuters use do not have kickstands.
- Should allow for more than one bike per rack.
- Needs to allow for popular "U" shape lock.
- Racks should be placed where they will not impede upon pedestrian traffic, though need to be readily identifiable. Bicycle racks should not be hidden.



- Should be clearly signed with a bicycle parking sign.



- A complete guide to bicycle parking, written by The Association of Pedestrian and Bicycle Professionals, can be found at http://www.bicyclinginfo.org/de/parkguide.cfm.



Marketing Bicycles In a Downtown:

- There is National "Ride Your Bike to Work Day/Month" in May. There are several communities throughout the U.S. that participate. Information can be found through the League of American Bicyclists, www.bikeleague.org.
- Bicycle Friendly Community Campaign (www.bicyclefriendlycommunity.org) awards communities who are bicycling friendly and promote walk-able, safe communities.
- "Communities that are bicycle-friendly are seen as places with a high quality of life. This often translates into increased property values, business growth and increased tourism. Bicycle-friendly communities are places where people feel safe and comfortable riding their bikes for fun, fitness, and transportation. With more people bicycling, communities experience reduced traffic demands, improved air quality and greater physical fitness" www.bicyclefriendlycommunity.org
- Work collectively with the Chula Vista Chamber and TAVA on incorporating bicycle events into flyers and newsletters.

3.8 – Parking Requirements for Current and Future

3.8.0 Traffic Impacts

Finding: Based on a cursory analysis by RICH, there were no issues with respect to traffic. All of the parking areas are easily accessible with the exception of Lot 6 and the Park Plaza parking structure, though this is because of its location and not traffic concerns. Additionally, there were no traffic concerns based on the future parking projections. It was noted that the current on-street parking arrangement on Third Avenue (angled parking) has a traffic calming effect, which slows down traffic. This is a positive condition.

The level of additional traffic generated from the projected "worse case" parking demand based on UCSP maximum build-out represents a 50 percent increase in parking spaces needed from what is projected for the current condition. The UCSP and this report assume that there will be additional parking nodes that will reduce the amount of traffic that will drive through the downtown.

Recommendation: Continue to monitor traffic flow within the downtown and the levels of service at principle intersections as development occurs and parking changes/additions are implemented.

Cost: Zero

Revenue: Zero

Action Time: On-going

3.8.1 Current Parking Analysis

Finding: Overall there is a surplus of approximately 1,103 parking spaces within the District and the area south to H Street. However, there are several blocks along Third Avenue that have deficits (blocks 9and 10). As identified earlier, the Park Plaza parking structure is underutilized.

Recommendation: The parking demand analysis identified an overall parking surplus, but also a deficit in certain blocks such as blocks 2, 3, and 12 on the north side and blocks 9 and 10 on the south side. The recommendation in 3.6.0 to increase the use of the Park Plaza parking

structure should alleviate the parking demand issues on blocks 2, 3 and 12. The deficits on blocks 9 and 10 will be reduced when the Social Security Office relocates, and these blocks too should be utilizing the Park Plaza parking structure for employee parking.

Cost: Zero

Revenue: Zero

Action Time: On-going

3.8.2 Potential Parking Impact of Exclusive Negotiating Agreement (ENA) sites

Finding: At the time of RICH's review, the Redevelopment Agency had entered into Exclusive Negotiating Agreements for the development of four public parking lots. These sites are Lots 3, 6, 9 and 10 and are shown on **Map 7 (ENA Development Sites)**, included in Section 2. RICH analyzed the loss of parking that would occur with each development and confirmed that development of any of the ENA sites would reduce the number of parking spaces available in the District. Each potential development site is further analyzed below:

- Lot 3 has high utilization, with occupancy averaging 80 percent for most of the day. This lot provides a large supply of parking and is central to many businesses on Landis Avenue and Third Avenue. Additionally, a number of permit holders park in this lot. Loss of this parking lot would have a significant impact on the District.
- Lot 6 has a high occupancy, averaging about 70 percent. Due to the small lot size it has a lower capacity and is hampered by a difficult ingress and egress. The loss of parking spaces on this site could have some impact on surrounding businesses. There are other parking areas that can make up for any loss of parking however.
- Lot 9 has occupancies of around 90 percent at peak time. The loss of spaces due to the ENA development will have some impact on parking supply in this area, although there are other parking areas that can make up for the loss of spaces.
- Lot 10 has average occupancy of approximately 85 percent, but had apeak time occupancy of almost 100 percent at two time intervals over the two survey days. This is largely based on the 10-hour spaces having a high number of permit holders. The loss of spaces in this lot will have

minimal impact on customers, although permit holders would need to be redirected to other parking. There are surrounding parking areas that can make up for the loss of parking.

Recommendation for Lot 3: Maintain Lot 3 as a public parking lot

Recommendation for Lot 6: Development of this lot should have minimal impact on the surrounding area because of the availability of additional parking. If after development there appear to be negative impacts on parking availability, the City should pursue the Baptist Church parking lot next to lot 6 through a shared parking agreement for the entire lot or certain spaces, to be used particularly at night. The City would agree to maintain the lot and insure the lot for the Church. If a significant need for parking in this area occurs in the future, consider combining Lot 7 and the Baptist Church lot for the development of a parking structure.

Recommendation for Lot 9: Development of this lot should have minimal impact since there is available surrounding parking. If development occurs, use way finding and signage to direct customers/visitors to Lots 8 and 11. If the parking capacities of the surrounding lots are not adequate to support the parking lost on Lot 9, the City should consider acquiring property to create additional public parking.

Recommendation for Lot 10: Development of this lot should have minimal impact to customers and visitors since it is primarily occupied by permit holders and there is available surrounding parking. Once development occurs, use way finding and signage to direct customers/visitors to Lots 8 and 11. If the parking capacities of the surrounding lots are not adequate to support the parking lost on Lot 9, the City should consider acquiring property to create additional public parking.

3.8.3 Potential Future Parking Needs With Redevelopment of Third Avenue

Finding: The Urban Core Specific Plan may hasten redevelopment along Third Avenue and cause changes to the parking demand in the District. For purposes of exploring the maximum parking needs, RICH projected parking demand based upon the redevelopment of Third Avenue to the maximum allowable by the plan which included maximum coverage of each parcel; commercial on the ground floors and residential

on the upper floors. The projections identified that there could be the need for approximately 500 additional spaces in the District.

Recommendation: The future parking needs will depend greatly on the redevelopment along Third Avenue and on the ENA development sites (see Map 7 for reference to sites). For the ENA sites in general, RICH recommends that the agency should prioritize proceeds from the sale of parking lots to necessary capital improvement projects within the parking district. Additionally, this parking study should be updated every two years to track how the implemented recommendations contained herein have affected parking and to assess the over parking utilization in the district.

Based on the zoning outlined in the UCSP, RICH projected parking needs assuming redevelopment and maximum build-out of each parcel. Those assumptions included a 2.0 FAR and a land use distribution of 40 percent residential, 40 percent commercial and 20 percent office. The results showed that there could be a deficit of about -500 spaces if this build-out were to occur with no additional parking provided.

If the build out of these blocks occurs structured parking will be required even if the goals of alternate transportation are met. Additionally, additional residential development that might curb the number of vehicles coming into the downtown and increase the likelihood of shared use parking will still not meet the demands of the projected deficit.

There are several possibilities for additional parking in the downtown:

- **Nodal Parking:** One concept would be to create nodes of parking at the north and south ends of Third Avenue and then to rely upon a trolley system to get pedestrians up and down Third Avenue. One possibility would be to use the parking in with the Gateway project at H Street and Third during their off hours as the south node and then a property at or north of E Street as the north node. Finding property that is of sufficient size will be critical. The minimum dimensions for an efficient parking structure is 125 feet by 290 feet. The longer the site can be would allow more efficient layout and would allow flat facades on the ends and one long side of the structure.

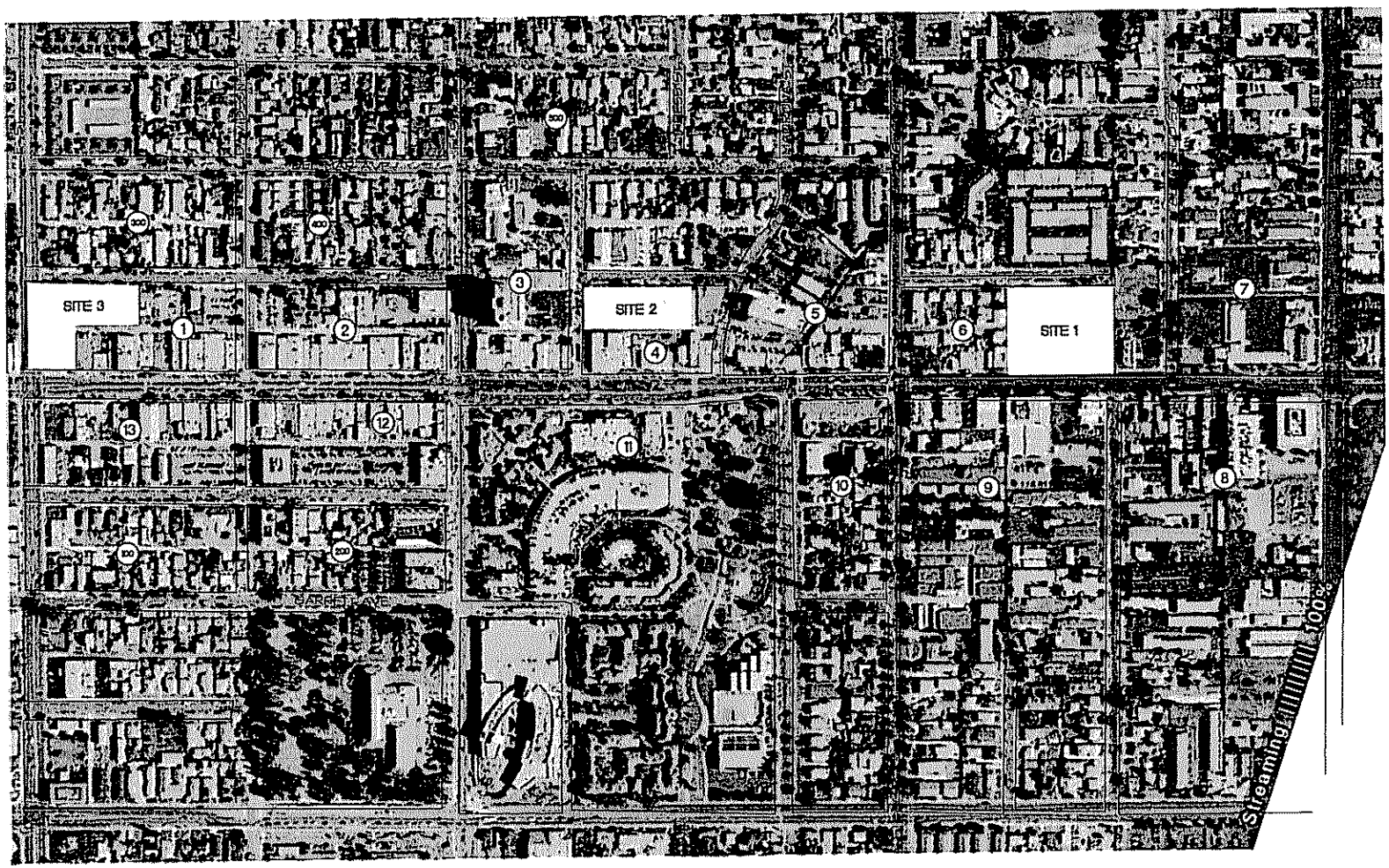
- **Conventional Parking Structure on Alternate Site:** There were several parking structure sites identified; the Baptist Church lot in combination with Lot 7, the vacant lot on the east side of Third Avenue between G and Alvarado Streets and finally a site on the west side of Church between E and Davidson Streets. These sites are discussed in Section 3.8.4.
- **Alternate Parking Structure Options:** There are multi-level parking facilities that require a smaller site. This type of parking facility is mechanical and uses a mechanical lift to place vehicles in a multi story structure. While this requires a smaller footprint, there are operation limitations that generally restrict its use to residential projects with little turnover parking.
-

3.8.4 Possible Parking Structure Sites

Findings: There is currently no need to construct additional parking, but as part of RICH's analysis, three parking structure sites were identified for future consideration, if necessary. These sites are shown on **Map 9 (Potential Parking Structure Sites)** on the following page. All estimates of the parking structure footprints and the parking space capacities are based on aerial maps that do not allow exact site dimensions to be determined. For each parking structure site we assumed grade and two supported levels. For each site the City should consider incorporating bicycle amenities such as racks, lockers and possibly shower facilities. Depending on the site location, the City should consider incorporating ground floor commercial uses; especially those that would promote provide services to employees of the downtown. Finally, the parking sites should incorporate transit options where possible and such amenities such as recharging stations for hybrid/electric vehicles.

Site 1-Block 6 : The vacant lot on the east side of Third Avenue between G and Alvarado Streets

This site is approximately 300 feet wide and 380 feet long and is currently vacant. Assuming setbacks around the site, a preliminary parking footprint was developed for this site. A typical floor could accommodate 228 spaces assuming four parking module. A module consists of a parking stall/aisle/parking stall. If we assume grade and two supported floors, the capacity could be as much as 640 spaces.



PARKING STUDY FOR THE CITY OF CHULA VISTA

CHULA VISTA , CALIFORNIA

Parking Consultants
Architects Engineers
Planners
RICH & ASSOCIATES

DWG. TITLE:

POTENTIAL PARKING STRUCTURE SITES

MAP 9

LEGEND

(#) BLOCK #

DATE: 06-27-07

DRAWN BY: GHG

FILE:

NORTH

SCALE: N.T.S

PAGE :

A-113

This site and the possible parking structure footprint could accommodate a mixed-use component on the Third Avenue side. There could be as much as 31,000 square feet of space created on the ground floor. Since there are up four modules and only two are required for the traffic flow, the amount of occupied space could continue to the second and third floors facing Third Avenue. Therefore a maximum of 93,000 square feet of mixed- use space could be developed.

The positive aspects of this site are; the size which provides several options and allows the incorporation of occupied space at a minimum on the ground floor which gives a streetscape top the parking structure, and the lot is currently vacant so all of the parking built on this site will be a net add. The cons to this site are the fact that the City does not own the site and that it is several blocks from the core. The distance from the core however, does comply with the principles of the UCSP in terms of moving towards a walk able community.

Site 2-Block 4: Baptist Church lot in combination with the City's Lot 7

With both properties, this site is approximately 180 feet wide and 400 feet long and there are currently +/- 106 spaces on the two lots. City Lot 7 on its own is approximately 240 feet long and could be a parking structure site, but the functional design would be less efficient than the longer site and should only be considered if the Baptist Church lot is unavailable.

The site dimensions with both lots would accommodate a two module parking structure which would leave a +/- 60 foot setback from Church Avenue that could be developed into surface parking, green space, pocket park, or even a site for the Farmer's Market on the surface lot.

The preliminary parking structure layout on this site would accommodate approximately 420 spaces for a net add of approximately 314 spaces. A typical floor could contain 156 spaces.

The positive aspect of this site is that it is centrally located and compliments the Park Plaza parking structure on the west side of Third Avenue. Parking

demand could be accommodated both north and south on Third Avenue. Also, the setback from Church could provide a green space or a home for the Farmer's Market. The drawback of the site is that the City does not own all of the property proposed.

Site 3- Block 1: West side of Church between E and Davidson Streets

There are two options on this site that would incorporate the vacant parcel on the corner of Third Avenue and E Street and the northeast corner of the block bounded by E Street and Church Avenue including the area up to the City's Lot 11.

The first option is a parking structure only on the east half of the block. This area could support a parking structure of approximately 250 spaces on grade and two supported floors. This would add would be 216 spaces. This would retain the vacant parcel on the northwest corner for development and provide parking for it in the new parking structure.

The second option would be to plan an "L" shaped parking structure that would incorporate the vacant parcel. At a minimum the ground floor of this parcel should be developed as mixed use space and then have two levels of parking on top of that. These two floors would tie into the main parking structure as described above. About 16,000 square feet could be developed for mixed-use space. Additionally, the air rights above the parking structure, at least on the northwest corner could be developed as residential. This footprint could accommodate approximately 375 spaces for an estimated net add of 341 spaces.

The positive element of this site is that it creates a northern of parking and encourages parking and walking down Third Avenue. The negative aspect is that the site(s) is not owned by the City.

Recommendations: Continue to monitor the parking occupancies and re-evaluate parking every two years. The following sections below address the timing and development costs issues.

Timing for Additional Parking Development

Parking development in downtown Chula Vista will need to be coordinated with demand to ensure that as development occurs the City has the appropriate amount of parking. The City will need to position itself so that if the need for additional parking arises it will have the financial solvency to construct additional parking.

Deciding when to initiate the parking structure will depend first and foremost on need. Financial costs must then be considered in terms of viability and timeframe. However, deciding when development demands warrant the parking structure is a relatively straightforward calculation. RICH prepared the following formula to assist the City as a decision making tool. The model works by using the building gross floor area (existing and proposed) as the variable in a decision making flow chart that assists with determining when new parking demand justifies a new parking structure.

New Parking Threshold Calculation Worksheet

Part A: Determining Floor Area

Total Built Gross Floor Area For Entire Downtown: _____

(+) Proposed New Gross Floor Area: _____

(=) Total Existing and Proposed New Gross Floor Area: _____

Part B: Determining Parking Need

Total Existing and Proposed New Gross Floor Area: _____

(X) 2.37 Parking Stalls Per 1,000 Square Feet:_____

(=) Total Parking Stalls Demanded: _____

(-) Existing Off-Street Parking: _____

(=) New Parking Demanded: _____

Part C: Decision Guide

New Parking Demanded: _____

(X) 85%:_____

(=) Minimum New Parking Needed: _____

(If) Minimum New Parking Needed Is:] Optimal Capacity of the New Parking Structure

Then: Initiate Project

(Or) Minimum New Parking Needed Is: Optimal Capacity of Next New Parking Structure

Then: Delay Initiation Until The Above Condition Is Met

Parking Site/Design Decision Matrix

As development occurs within the district, the City will have to address the need for additional parking. Several possible parking structure sites were identified in Section 3.8.5 and a formula that can be utilized as a measure for determining when a parking structure is necessary is also included in Section 3.8.6 above. RICH has developed a decision matrix for the City to use to analyze both sites and the design on each site. That is included below.

EXAMPLE OF SITE SELECTION/DESIGN MATRIX

Please score each site based on the criteria below. The score should be a whole number from 1 *(lowest score)* to 5 *(highest score)*. In each criteria category, the same score may be given to more than one site or parking structure layout on a site. Some criteria may be difficult to score such as cost per net added space since Rich and Associates will be filling in this data. We have left these criteria closed because we will score them when we have the numbers.

Site	Weight factor								
Criteria									
1. Vehicle Ingress / Egress	2								
2. Ability of driver to find structure	2								
3. Effects on adjacent properties	3								
4. Revenue potential	4								
5. Pedestrian access and wayfinding	3								
6. Meet goals for spaces needed.	4								
7. Economic benefits to area	4								
8. Effects on back entrances or loading/unloadi	4								
9. Efficiency of parking structure	4								
10. Disruption on-site and downtown	2								
11. Expansion capability of parking structure	2								
12. User group served: Commuters	4								
Employees	3								
Visitor/Customers	2								
13. Cost/net added space	4								

Parking Development Costs, Parking Improvement Costs and Financing

While there were no immediate recommendations for a parking structure, this section covers possible parking structure development costs and how they may be financed. The construction costs for a parking structure of approximately 300 spaces which would be considered the minimal number of spaces for scales of economy, is estimated to range from $15,000 to $18,000 per space. Project soft costs without land costs are generally between 17 and 20 percent and then finance costs are between 7 and 10 percent of the project costs.

There are other costs for parking improvements such as new meters, multi space meters etc. No specific funding mechanism has been identified, though there are several options.

- The first is to fund projected capital costs and increased operating costs from increased revenues based on the General Fund receiving the net revenue from parking fixed at the projected 2007 level. This can be seen on the accompanying projection of revenues and expenses. Based on the projection through 2027, the average net revenue to the parking fund would be approximately $169,000 per year. This could be used to fund the debt service on a bond or other debt instrument to pay for the proposed improvements.
- Include possible support from the Redevelopment Agency using some of the tax increment capture to fund improvements. There appears to be approximately 12 years left on the increment capture and this could be used to fund some or all of the proposed improvements.
- Use the existing PBID to fund improvements.
- Federal funding with highway/transit funds may be possible depending on the project, which would have to incorporate some type of multi-modal functions. The process is lengthy and there is competition from other projects/cities for these dollars.

City of Chula Vista

Overview of Parking Best Practices

February 15, 2007

RICH

Parking

- Parking Is One Of The Biggest Factors In Successful Downtowns
- Traffic Congestion Is Related To Parking
- Parking Is In Reality A Transportation Node (Riding <> Walking)
- Modality, Ridership And Shared Parking Are Among The Most Desirable Ways To Reduce Parking Demand

RICH

Improving Existing Parking

- An Examination Of Current Parking Management, Allocation, Pricing and Operations
- "Best Practices" Approach To Improving The Efficiency Of Existing Resources.
- Strategic Plan Of Implementation

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Parking Management

- City Department(s)
- Contract Management
- Local Businesses and Retailers
- Business Associations
- Parking Committee

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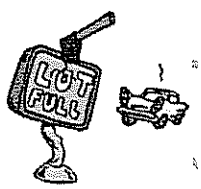
Parking Allocation

- Individual Economic Decision
- Free Parking Like Free Gas
- Transportation Influenced By Economics



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Parking Enforcement Strategies

- Carrots
  - Validation program
  - Concentric pricing
  - Marketing material
  - Incentive to pay fine early
  - Amnesty day
  - Tourism Incentive

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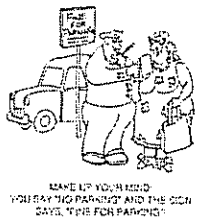
4-120

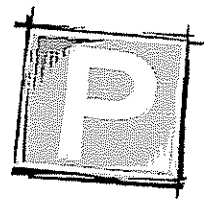
Parking Enforcement Strategies

- Sticks
  - Dedicated enforcement officers
  - Consistency is key!
  - Increased fines for multiple infractions
  - Use technology
  - Meters are reminders, not just tax collectors



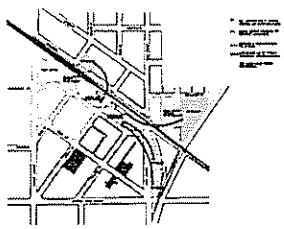
Signs - Traffic

- Five Main Types – Hierarchy Is Important
- Four Oriented Towards Automotive Traffic
  - Introduction
  - Direction
  - Location
  - Identification



Signs - Pedestrian

- Way Finding
  - Pedestrian Link Between Parking Areas and Destination



Pedestrian Activity

- Critical Part Of Successful Downtowns (Pedestrian Activity = Economic Activity)
- A Mode Used Whenever We Change Transportation
- Key Concerns: Safety, Cleanliness, Traffic and Parking

Pedestrian Strategies

- Enhance Pedestrian Experience
- Reduce Presence Of Parking Lots
- Way-Finding Signs
- Create Pedestrian/Bicycle Paths
- Zoning To Achieve Urban Density & Variety of Land Uses

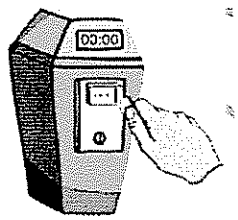
Parking Strategies

- On-Street Parking Is Your Best Friend
- Charge For Parking
- Change Zoning To Parking Maximum
- Make As Much Parking Public As Possible
- Public/Private Partnerships
- Parking Signs & Marketing Are Crucial

4-14

Parking Operations

- Parking Management
- Pricing Strategies
- Defining Users
- Equipment/Technology

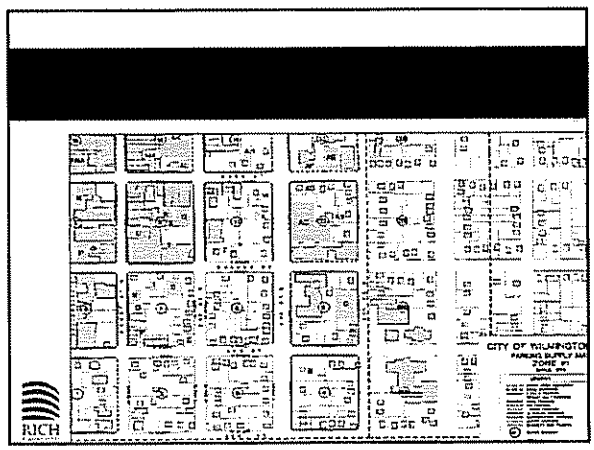


Parking Equipment/Technology

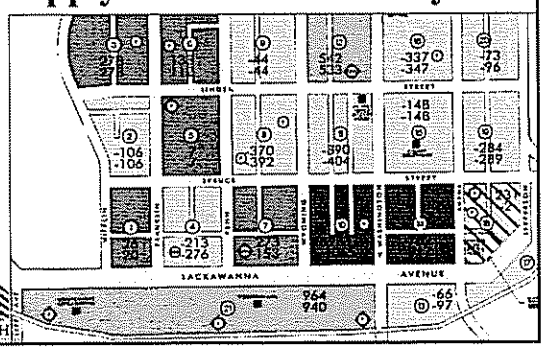
- Multi Space Meters
- Pay By Space Meters
- Pay and Display
- Electronic Payment
- Meter less Parking
- Networked Equipment
- Credit Card/Debit(Value) Card/Validations

Marketing

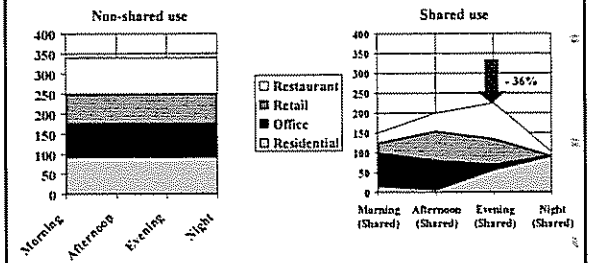
- Customer and Business friendly practice
- Distribution with other downtown promotional material
- Advises individuals and businesses of upcoming changes to the parking system
- Marketing/Education-Ongoing Process
- Radio/Print/Web Site
- Park & Shop



Supply and Demand Analysis



Shared Use Strategy



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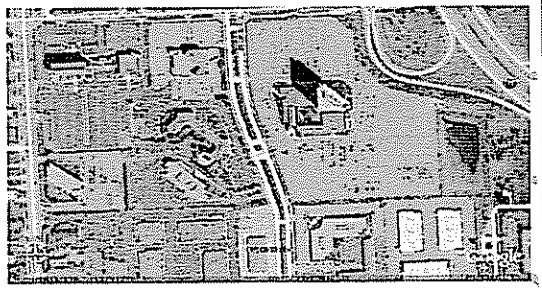


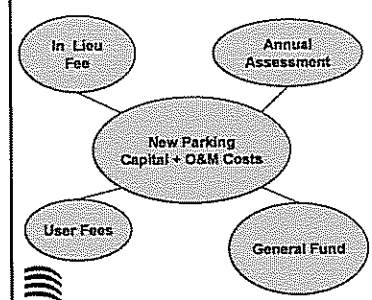
Key Issues

- Determine who will pay for parking
- Assess how much parking private development projects will need
- Decide when to build public parking

Cost of Parking

- $16,000 per stall- Construction costs
- $350 per stall-Operation and Maintenance for 1 year (assumes attendant parking)
- $50 per stall every year-Repair and Replacement Reserve Account

Paying For Parking



- Operating and Maintenance are on-going
- Planning for Replacement
- Four key sources to select from
- Can be combined.
- One time Capital cost to build.

User Fees

- Simplest method to implement
- Benefactor is paying
- Easy allocation through pricing
- Can be combined with validation programs
- Helps promote alternate transportation choices
- Payment is matched to cost of parking

In Lieu Fee

- One time payment
- City gets money up-front
- May require building specific parking allocation according to what developer pays
  - "I paid for 50 stalls, I want 50 stalls."
- Developers may be resistant to on-going user fees or assessments
- Leaves Operating, Maintenance and Replacement costs to City

4-123

Annual Assessment

- Difficult to administer as
  - changes in use or ownership may cause challenge of assessment
- Often unable to charge enough to cover all costs
  - becomes a burden to small business
- City left with up-front cost of building parking

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General Fund

- Easy to administer
- Financing for construction but on-going maintenance and replacement costs still an issue
- Challenge of competing City interests and responsibilities

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Financing Options

- Tax Backed Obligations
  - general obligation bonds
  - special assessment districts
  - tax increment financing
- Revenue Bonds
  - COPS

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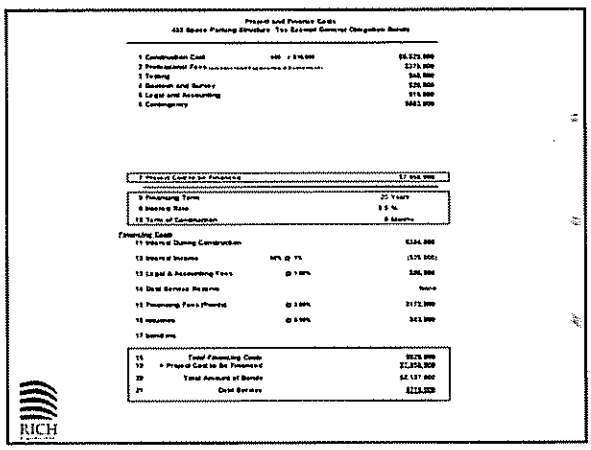

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		Annual	Per Space
Wages		$56,355	$97.26
Payroll Taxes & Fringes	40%	$23,342	$38.90
Liability Insurance		$35,000	$58.33
Utilities		$26,000	$43.33
Telephone		$1,800	$3.00
Equipment Maintenance		$3,500	$5.83
Parking Supplies (Tickets / Cards)		$3,400	$5.67
Uniforms & Cleaning		$0	$0.00
Recruitement / Employee Testing		$2,000	$3.33
Legal & Accounting		$2,400	$4.00
Loss & Damage		$5,000	$8.33
Maintenance Supplies		$5,000	$8.33
Elevator Maintenance [1]		$9,600	$16.00
Management Fee			$0.00
Bookkeeping Fees			$0.00
Repair & Replacement Fund [1]		$30,000	$50.00
Snow Removal		$5,000	$8.33
Miscellaneous		$2,500	$4.17
Total		$212,897	$354.83

1) Assumes 2 Elevators @ $400/Month Per Elevator
2) $50 / Space / Year

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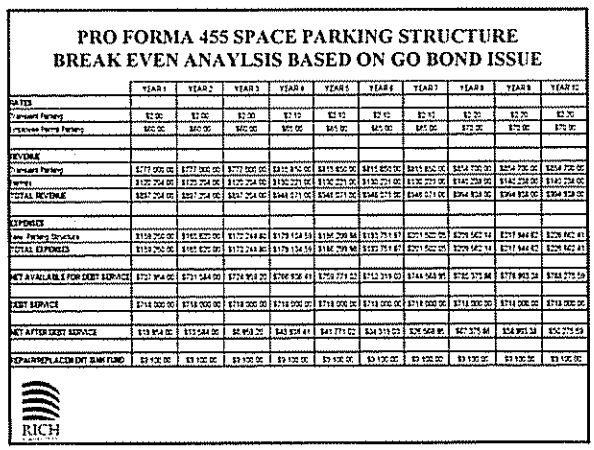

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4-12-4

PRO FORMA 455 SPACE PARKING STRUCTURE MARKET RATE ANALYSIS BASED ON GO BOND ISSUE

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10
RATES										
Transient Parking	$0.75	$0.75	$0.75	$1.00	$1.00	$1.00	$1.25	$1.25	$1.25	$1.50
Reserved Permit Parking	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
REVENUE										
Transient Parking	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Permits	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
TOTAL REVENUE	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
EXPENSES										
New Parking Structure	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
TOTAL EXPENSES	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
NET AVAILABLE FOR DEBT SERVICE	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
DEBT SERVICE	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
NET AFTER DEBT SERVICE	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible] REPLACEMENT RESERVES	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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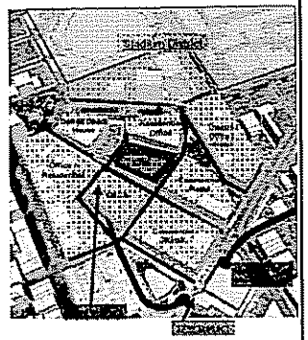
Site Selection

Dimensions:

- Size
- Shape
- Efficiency

Location:

- Proximity to major demand generators
- Connections to adjacent land-uses



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Design / Layout

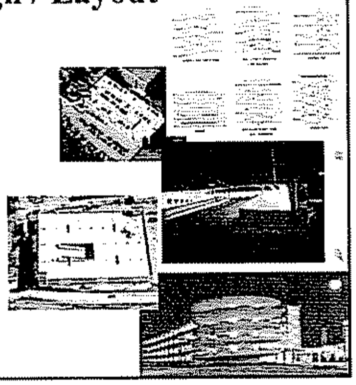
Angle vs. 90 degree

Ramping:

- Sloped Floor
- Semi-express
- Express

Determining Factors:

Mixed-uses
Capacity
Peak traffic flow
Expandability



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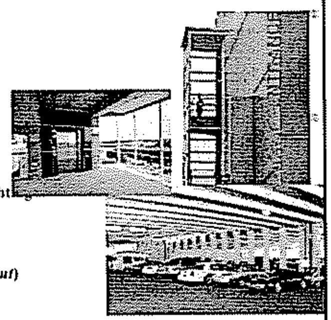
User Friendly Considerations

Security
- Passive
- Active

Wayfinding
- Clear and concise

Light cores
- Open environment
- Supplement artificial lighting

Maximize Visibility
- Across parking floors
- Vertical cores (*inside & out*)



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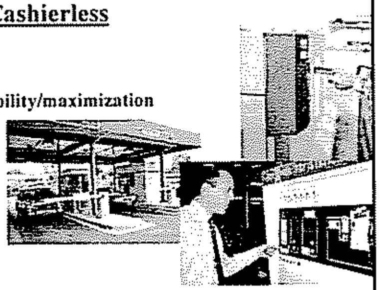
Operational Considerations

Cashiered vs. Cashierless

- Operating costs
- Customer service
- Revenue accountability/maximization



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Next Steps

- R&A Compiling and Analyzing Data
- March 8, 2007
  - Presentation of Parking Study Findings and Charrette
- April 12, 2007
  - Presentation of Parking Recommendations

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4/25

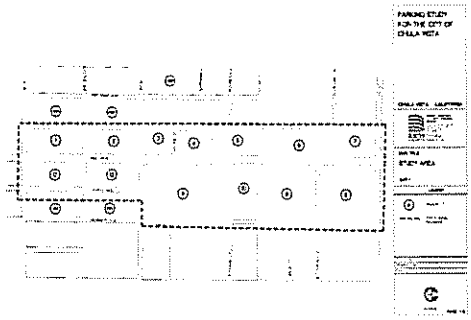
City of Chula Vista

Parking Study Findings

March 8, 2007

RICH

Study Area



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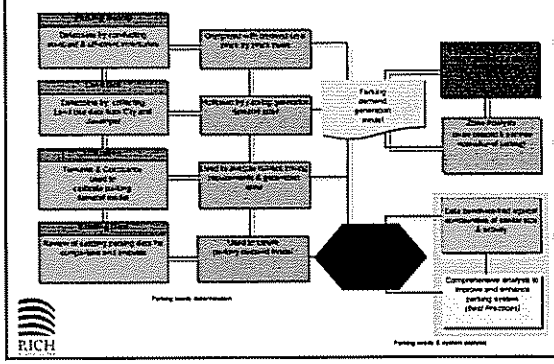
District History

- **Parking District formed in 1963**
- **In Lieu fee established in 1982**
- **Modification of In Lieu Fee in 1989**
- **Park Plaza Parking Structure built in late 1980s**

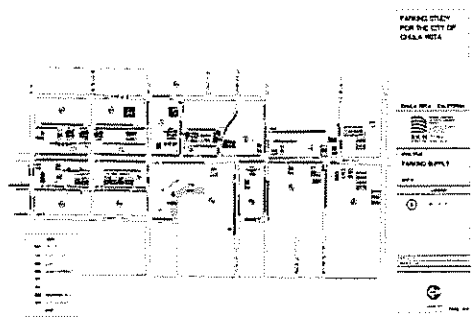
RICH

Parking Study Process



RICH

Parking Supply



RICH

Parking Supply

On-Street Parking Totals	600	
Public Off-Street Parking Totals	1,158	
Public Parking Totals	1,758	52%
Private Parking Totals	1,603	48%
Total Parking in Study Area	3,361	100%

RICH

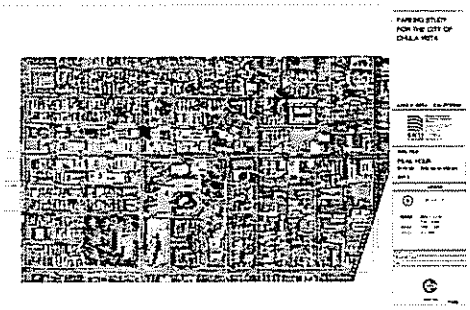
4/24

Key Definitions

- **Turnover –** The number of times a vehicle is observed in the same space
- **Occupancy –** The length of time a space is occupied by a vehicle
- **Circuit –** The observation of each parking space once every two hours
- **Block Face –** A number and letter designation for each block (A – North Face, B – East Face, C – South Face, D – West Face)

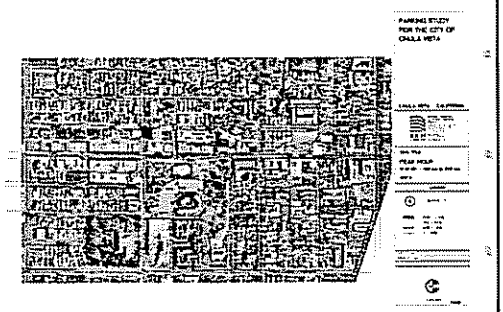
RICH

Thursday Turnover and Occupancy



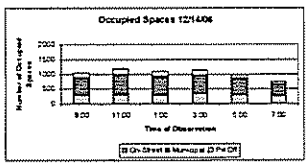
RICH

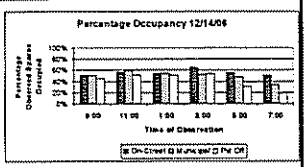
Friday Turnover and Occupancy



RICH

Summary of Occupancy Study





RICH

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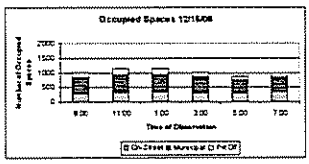
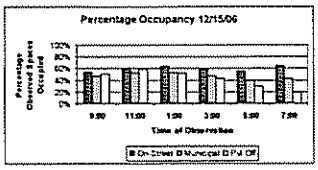
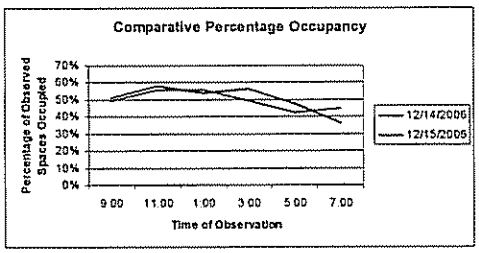




RICH

Summary of Occupancy Study



RICH

4-127

Parking Demand Generation Factor

- Based on existing land uses
- Does not include changes to vehicle use patterns, availability of alternate modes, walkability, etc. envisioned by UCSP
- Form based parking generation factor is "best practice"
- Rich calculated 2.37 sp / 1,000 s.f. for all land uses
- Rich calculated factor supports UCSP factor of 2.0 sp / 1,000 s.f. for all land uses

RICH

Assumptions for Current Demand

- +/- 40,000 s.f. vacant space not re-occupied
- Existing patterns of vehicle use at +/- 95%
- Typical daily parking demand
- No changes to parking supply

RICH

Current Demand

With 2.37 Factor		
Supply	Demand	Surplus / (Deficit)
3,361	2,253	1,108
With 2.0 Factor		
Supply	Demand	Surplus / (Deficit)
3,361	1,901	1,460

RICH

Assumptions for ENA

- Assumes Development on

Block 1	Lot 10
Block 2	Lot 9
Block 4	Lot 6
Block 12	Lot 3

- Development eliminates public parking on lot
- Development supplies on-site parking for project

RICH

Current Demand
ENA Developments

With 2.0 Factor		
Supply	Demand	Surplus / (Deficit)
3,147	1,901	1,246

RICH

Assumptions for UCSP

- Assumes UCSP model for development only on east and west sides of Third Avenue
  - 2.0 FAR
  - 40% Residential
  - 40% Commercial
  - 20% Office
- No new parking provided

RICH

4-128

UCSP Development

With 2.0 Factor		
Supply	Demand	Surplus / (Deficit)
3,012	2,890	122

RICH

Overall Findings

- Lot Conditions
- Meters
- Signage and Way-Finding Signs
- In Lieu Fee
- Parking Financials

RICH

Lot Conditions

RICH

In Lieu Parking

[illegible]

RICH

Parking Revenue and Expenses

Revenue	[illegible]	[illegible]	2004	[illegible]	[illegible]
Permits	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Parking Citations	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Parking Meters On-Street	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Parking Meters Off-Street	[illegible]	[illegible]	[illegible]	[illegible]	$74,434.00
Total Revenue	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Expenditures					
Personnel Services	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Supplies and Services	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
City Staff Services	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total Revenue	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

RICH

Next Steps

- R&A Preparing Recommendations
- April 12, 2007 Community Meeting Presentation of Parking Study Recommendations

RICH

4-129

Chula Vista Parking Study Findings and Draft Recommendations

April 12, 2007

1

Agenda

- Presentation of Findings and Draft Recommendations
- Public Comment Period

2

Current Parking Demand

FINDING: Overall there is a surplus of parking within the District although there are several blocks along Third Avenue that have deficits

RECOMMENDATION:

- Increase usage of Park Plaza parking structure
- Consider implementing strategies presented

3

Current Parking Demand

FINDING: The Park Plaza parking structure is underutilized

RECOMMENDATION:

- Make structure more user-friendly
- Implement recommendations

4

Current Parking Demand

FINDING: Park Plaza parking structure needs improvement

RECOMMENDATION:

- Upgrade signage: directional and locational
- Upgrade interior signage
- Improve lighting
- Restripe
- Conduct condition study
- Consider adding elevator to north end

5

Operational Recommendations Management

FINDING: City needs updated and consistent parking policies

RECOMMENDATION:

- Develop policies for operation and use of valet parking
- Consider and develop residential parking permit program, if needed
- Maintain but revise in-lieu parking fee policy on an annual basis
- Report out to community about parking policies, management and changes on annual basis

6

4-130

Operational Recommendations Management

FINDING: Parking management is disjointed

RECOMMENDATION:

- Form a Parking Advisory Committee
- Appoint one City staff person to serve as Parking Director
- Establish separate parking fund
- Assign marketing to TAVA

7

Operational Recommendations Management

FINDING: The parking district has not been effectively managed and sufficient funds expended which has lead to an inability to properly maintain and market parking in the District

RECOMMENDATION:

- Management of the District should be based on a budget that is prepared annually based on standard and reasonable requirements to maintain, operate and enforce parking
- Parking revenues and fines generated within the district should be used for funding operating costs, capital repair costs and a capital fund to develop additional parking areas

8

Operational Recommendations Management

FINDING: Marketing is done on a limited basis

RECOMMENDATION:

- Budget $10,000 for marketing from parking revenues
- Marketing should include web site, informational newsletters to stakeholders etc.
- Involve TAVA in implementation

9

Operational Recommendations Parking Allocation

FINDING: Lots 2 and 3 on Landis are not providing enough customer/visitor parking

RECOMMENDATION:

- First phase- move all permit parking from these lots to Park Plaza parking structure
- Second phase- monitor use of lots 2 and 3 and if occupancy averages less than 85% consider allowing permit parking back in these lots at a premium rate

10

Operational Recommendations Parking Demand

FINDING: Inconsistent time periods available for parking in public lots

RECOMMENDATION:

- Remove 10 hour time periods in lots 2,3 and 5
- Allocate 3 hour time periods in public lots
- Direct employees and all day parkers to free spaces in Park Plaza parking structure and designated lots within the District

11

Operational Recommendations Parking Operations

FINDING: Parking rates are too low

RECOMMENDATION:

- Increase rates to $.25 per fifteen minutes for all except 10 hour meters
- Increase rates to $.50 per hour for 10 hour meters
- Increase permit rate to $120.00 per quarter

12

Ar 137

Operational Recommendations Parking Operations

FINDING: Difficult to identify the meter time limit

RECOMMENDATION:

- Color code meters based upon length of stay
- Put small signs on poles that are color coded and describe time limit of meter

13

Operational Recommendations Parking Operations

FINDING: Bicycle racks are difficult to find and are outdated

RECOMMENDATION:

- Install new bicycle racks and market availability and locations
- Develop a broader marketing campaign to promote bicycle use
- Promote use of bicycles as alternate mode of transportation consistent with the UCSP

14

Operational Recommendations Parking Operations

FINDINGS: Signage is inconsistent

RECOMMENDATION:

- Upgrade or provide signage: Introduction, directional, locational and way finding
- Engage a sign consultant to design signage and provide recommendations for sign placement

15

Operational Recommendations Parking Operations

FINDING: Some paseos need improved lighting and signage to increase use

RECOMMENDATION:

- Install signs at the entrances: street and lot sides
- Use murals and landscape
- Install lighting features

16

Parking & Revenue Control

FINDING: On-street & off-street meters are outdated, many do not work and cannot be repaired

RECOMMENDATION:

- Replace all on-street and off-street meters with electronic meters that accept a smart card (except as noted below)
- Replace meters in lots 2,3,7,and 5 with multi-space meters that accept coins, dollar bills, credit cards and smart cards.

17

Parking Facilities

FINDING: Some parking lots in the downtown core are not well-maintained

RECOMMENDATION:

- Repair lot 5 (remove surface, compact and resurface) and minor repair of lot 2
- Upgrade lighting in lots 2,3,4,and 11
- Restripe lots 1,2,5,6,9 and 10
- Improve signage
- Better maintain landscaping

18

4-132

Parking Enforcement

FINDING: Enforcement is inconsistent

RECOMMENDATION:

- Provide two full time PEOs in District
- Establish defined routes that are completed in two hour circuits
- Abandon Segways for PEOs if they must operate in pairs
- Conduct license plate inventory to monitor shuffling
- Continue monitoring permit parking and issuance of multiple tickets

19

Parking Enforcement

FINDING: Parking fines are too low

RECOMMENDATION:

- Increase overtime parking and expired meter fines from $12.00 to $20.00
- Increase fine for unpaid tickets from $24.00 to $40.00
- For a 6 month period after implementation of fine increase, issue courtesy tickets for first infraction

20

Potential Parking Considerations with ENA Development

FINDING: Development of ENA sites will reduce the number of parking spaces available to the District

RECOMMENDATION:

- Agency should prioritize proceeds from the sale of parking lots to necessary capital improvement projects within the Parking District
- Study and review parking district every 3 years

21

Potential Parking Considerations with ENA Development

FINDING: Lot 3 currently has high utilization and larger capacity and its location is central to many businesses

RECOMMENDATION:

- Remove permit parking from lot and reevaluate occupancy
- Should development occur, more effectively use Park Plaza parking structure and consider integrating replacement public parking as part of the development
- Maintain lot 3 as public parking if occupancy continues to be high after recommended changes

22

Potential Parking Considerations with ENA Development

FINDING: Lots 9 and 10 have lower parking occupancies and smaller capacities therefore development of lots has minimal impact

RECOMMENDATION:

- Use way finding and signage to direct customers/visitors to surrounding lots 8 and 11

23

Potential Parking Considerations with ENA Development

FINDING: Lot 6 has higher occupancy but lower capacity and has difficult ingress and egress and therefore will have minor impact

RECOMMENDATION:

- First step: investigate possibility of agreement to lease space from Baptist Church
- Consider future development of a parking structure on Lot 7 and the existing Baptist Church parking lot

24

4-133

Potential Future Parking Needs With Redevelopment of Third Avenue

FINDING: Should the Urban Core Specific Plan (UCSP) be adopted, redevelopment may occur and cause changes to parking demand

RECOMMENDATION:

- Study and review parking district every 3 years

25

Next Steps

- Consultant to finalize Recommendations
- Consultant to prepare Final Report
- Staff will prepare accompanying report and recommendations for public review
- Final Report and Staff Report and Recommendations will be presented to City Council

26

EXHIBIT 2
Table 2A – Parking Supply Summary

Block >	1	2	3	4	5	6	7	8	9	10	11	12	13	100	200	300	400	Summary
On-Street																		
Not Signed						28	5		16	26	22			5				102
15 Minute Metered			3															3
30 Minute Metered				2		2												4
One Hour Metered				3	2				4	6	3	3						21
Two Hour Metered	14	66	24	24	17	18			16	10	24	37	34	4	6		13	307
Ten Hour Meter	11		7									16	5	6	8			53
30 Minute Free														3				3
One Hour Free										4								4
Two Hour Free				21	18			20			13							72
Ten Hour Free																26		26
Loading Zone									2			1			2			5
																TOTALS		**600**
Off-Street																		
Public																		
Three Hour Free											254							254
All Day Free											407							407
Two Hour Metered			14	1	1													16
Four Hour Metered	16	9		32								51	43					151
Ten Hour Metered	17	20		61	30							65	43				52	288
Barrier Free (Handicap)	1	1	3	3	2						27		3				2	42
																TOTALS		**1158**
Private																		
Private/Reserved	64	83	62	57	29	122	109	848	91		4	28	52		11			1560
Barrier Free (Handic	3				1	2	4	23	3		4		3					43
																TOTALS		**1603**
Summary	**126**	**179**	**113**	**204**	**100**	**172**	**118**	**891**	**132**	**46**	**758**	**201**	**183**	**18**	**27**	**26**	**67**	**3361**

Source: Chula Vista data and Rich and Associates fieldwork, December 2006

EXHIBIT 3

Table 2D-1
Occupancy Count Results for On-Street and Off-Street Parking
Thursday, December 14, 2006

ON-STREET SPACES			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1B	10-hr. metered	12	9	75%	10	83%	5	42%	11	92%	5	42%	7	58%
1D	2-hr. metered	25	9	36%	15	60%	12	48%	16	64%	21	84%	23	92%
2B	2-hr. metered	23	20	87%	14	61%	11	48%	17	74%	11	48%	14	61%
2C	30-min. metered	3	0	0%	0	0%	2	67%	1	33%	2	67%	2	67%
2D	2-hr. metered	32	10	31%	22	69%	27	84%	27	84%	20	63%	21	66%
3C	mix of 1,2,10-hr & 30-min metered	16	9	56%	11	69%	0	0%	0	0%	0	0%	0	0%
3D	2-hr. metered	16	4	25%	13	81%	12	75%	16	100%	16	100%	8	50%
4A	1-hr. metered	3	3	100%	1	33%	0	0%	0	0%	0	0%	0	0%
4B	2 hr not metered	21	8	38%	5	24%	5	24%	5	24%	5	24%	2	10%
4C	3 2-hr. metered/4 not metered	7	5	71%	6	86%	5	71%	6	86%	7	100%	5	71%
4D	17 2-hr./2-30 min. metered	19	9	47%	19	100%	11	58%	17	89%	18	95%	13	68%
5D	2-hr. metered	13	9	69%	12	92%	13	100%	10	77%	13	100%	13	100%
6D	13 2-hr./2 30-min. metered	15	1	7%	4	27%	4	27%	5	33%	4	27%	2	13%
9A	1-hr meter	4	4	100%	4	100%	3	75%	2	50%	2	50%	3	75%
9A	Unmarked	6	6	100%	6	100%	5	83%	5	83%	5	83%	5	83%
9B	2-hr. metered	16	0	0%	2	13%	1	6%	0	0%	0	0%	0	0%
10A	Unmarked	8	4	50%	4	50%	4	50%	4	50%	3	38%	4	50%
10A	3 1-hr. metered/4 1hr. No meters	7	7	100%	6	86%	5	71%	6	86%	4	57%	4	57%
10C	Unmarked	5	5	100%	5	100%	4	80%	5	100%	3	60%	5	100%
10C	1-hr meter	3	3	100%	3	100%	3	100%	1	33%	2	67%	3	100%
11B	2-hr. metered	24	8	33%	8	33%	7	29%	23	96%	23	96%	8	33%
11C	1 and 2 hr meter	5	4	80%	5	100%	1	20%	3	60%	2	40%	1	20%
11C	Unmarked	22	15	68%	9	41%	9	41%	5	23%	5	23%	2	9%
11D	2-hr not metered	10	5	50%	2	20%	6	60%	9	90%	3	30%	3	30%
12B	2-hr. metered	30	2	7%	9	30%	23	77%	23	77%	26	87%	22	73%
12C	1-hr. metered	6	2	33%	2	33%	2	33%	5	83%	4	67%	2	33%
12D	mix of 2-hr and 10-hr	21	19	90%	13	62%	17	81%	18	86%	9	43%	7	33%
13B	2-hr. metered	30	4	13%	9	30%	17	57%	14	47%	21	70%	27	90%
13D	mix of 2-hr and 10-hr	13	12	92%	7	54%	2	15%	7	54%	6	46%	4	31%
100B	mix of 2-hr and 10-hr and free	18	15	83%	15	83%	12	67%	12	67%	9	50%	6	33%
200B	mix of 2-hr and 10-hr	15	13	87%	12	80%	11	73%	14	93%	11	73%	6	40%
200C	1-hr meter	7	5	71%	3	43%	2	29%	6	86%	4	57%	6	86%
300D	10-hr. not metered	16	9	56%	13	81%	8	50%	15	94%	8	50%	7	44%
400D	2-hr not metered	13	7	54%	4	31%	9	69%	8	62%	6	46%	8	62%
500D	2-hr not metered	17	11	65%	8	47%	7	41%	7	41%	4	24%	6	35%
TOTAL On-Street		501	256	51%	281	56%	265	53%	323	64%	282	56%	249	50%

Table 2D-2
Occupancy Count Results for On-Street and Off-Street Parking
Thursday, December 14, 2006

MUNICIPAL LOTS			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1	Metered Alley	8	3	38%	7	88%	6	75%	6	75%	7	88%	4	50%
1	Lot 10-4 hr meters	9	4		4	44%	6	67%	8	89%	7	78%	4	44%
1	Lot 10 10-hr meters	17	12	71%	14	82%	14	82%	18	106%	9	53%	1	6%
1	Lot 11 10-hr meter	19	13	68%	16	84%	14	74%	17	89%	6	32%	11	58%
1	Lot 11 4-hr meters	11	6	55%	9	82%	6	55%	11	100%	4	36%	8	73%
2	Lot 9 10-hr meters	22	16	73%	19	86%	22	100%	16	73%	7	32%	2	9%
2	Lot 9 4-hr meter	8	5	63%	6	75%	5	63%	7	88%	4	50%	1	13%
3	NCP Lot	17	10	59%	16	94%	12	71%	9	53%	12	71%	10	59%
4	Lot 6	27	12	44%	21	78%	16	59%	21	78%	17	63%	11	41%
4	Lot 7	70	63	90%	55	79%	60	86%	65	93%	52	74%	39	56%
5	Lot 5	44	27	61%	44	100%	44	100%	44	100%	44	100%	44	100%
11	Lot # 4	633	258	41%	266	42%	211	33%	190	30%	231	36%	215	34%
11	Fuddruckers	33	4	12%	26	79%	26	79%	26	79%	32	97%	6	18%
12	Lot 3	91	63	69%	75	82%	79	87%	67	74%	39	43%	11	12%
12	Lot 3 Alley 4-hr meters	27	14	52%	21	78%	16	59%	22	81%	12	44%	4	15%
13	Lot 2	59	31	53%	34	58%	40	68%	38	64%	52	88%	16	27%
13	Lot 1	14	13	93%	11	79%	9	64%	13	93%	11	79%	6	43%
13	W Alley 4-hr meter	16	11	69%	14	88%	15	94%	13	81%	15	94%	11	69%
400	Lot 8	54	47	87%	46	85%	41	76%	36	67%	11	20%	1	2%
TOTAL Municipal		1179	612	52%	704	60%	642	54%	627	53%	572	49%	405	34%

OFF-STREET			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1	Alley Private	49	21	43%	18	37%	22	45%	19	39%	2	4%	0	0%
2	Pacific Trust	42	23	55%	27	64%	24	57%	33	79%	23	55%	6	14%
2	Alley Private	41	21	51%	20	49%	16	39%	18	44%	12	29%	8	20%
4	Alley Private	21	11	52%	16	76%	15	71%	17	81%	13	62%	13	62%
4	Church Lot	36	6	17%	7	19%	15	42%	24	67%	13	36%	5	14%
6	7-11 Lot	15	2	13%	5	33%	5	33%	4	27%	5	33%	7	47%
6	Lot near KFC	52	33	63%	41	79%	31	60%	24	46%	6	12%	1	2%
11	Red Lobster	3	3	100%	3	100%	3	100%	3	100%	1	33%	1	33%
11	Marie Calendar	3	1	33%	3	100%	3	100%	3	100%	3	100%	3	100%
12	Alley Private	28	14	50%	16	57%	16	57%	13	46%	14	50%	8	29%
13	Alley Private	53	21	40%	23	43%	25	47%	25	47%	13	25%	13	25%
TOTAL Off-Street (Pvt)		343	156	45%	179	52%	175	51%	183	53%	105	31%	65	19%

TOTAL ON-STREET		501	256	51%	281	56%	265	53%	323	64%	282	56%	249	50%
TOTAL MUNIICPAL		1179	612	52%	704	60%	642	54%	627	53%	572	49%	405	34%
TOTAL PRIVATE		343	156	45%	179	52%	175	51%	183	53%	105	31%	65	19%
TOTAL FOR THE DAY		2023	1024	51%	1164	58%	1082	53%	1133	56%	959	47%	719	36%

EXHIBIT 4

Table 2E-1
Occupancy Count Results On-and Off-Street Parking
Friday, December 15, 2006

ON-STREET SPACES			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1B	10-hr. metered	12	6	50%	9	75%	10	83%	9	75%	3	25%	4	33%
1D	2-hr. metered	25	12	48%	14	56%	17	68%	15	60%	16	64%	23	92%
2B	2-hr. metered	23	16	70%	15	65%	14	61%	13	57%	7	30%	5	22%
2C	30-min. metered	3	0	0%	0	0%	0	0%	2	67%	0	0%	1	33%
2D	2-hr. metered	32	18	56%	19	59%	28	88%	19	59%	21	66%	31	97%
3C	mix of 1,2,10-hr & 30-min metered	16	14	88%	10	63%	10	63%	10	63%	11	69%	15	94%
3D	2 hr. metered	16	7	44%	7	44%	10	63%	13	81%	15	94%	16	100%
4A	1 hr. metered	3	3	100%	3	100%	3	100%	4	133%	4	133%	4	133%
4B	2 hr not metered	21	14	67%	10	48%	4	19%	6	29%	4	19%	11	52%
4C	3 2-hr. metered/4 not metered	7	7	100%	6	86%	5	71%	7	100%	7	100%	7	100%
4D	17 2-hr./2-30 min. metered	19	14	74%	18	95%	18	95%	14	74%	19	100%	18	95%
5A	2 hr. not metered	5	4	80%	2	40%	2	40%	4	80%	4	80%	4	80%
5D	2-hr. metered	13	13	100%	13	100%	12	92%	13	100%	13	100%	14	108%
6D	13 2-hr./2 30-min. metered	15	1	7%	5	33%	3	20%	5	33%	4	27%	0	0%
9A	1-hr metered	4	1	25%	3	75%	3	75%	0	0%	2	50%	3	75%
9A	Unmarked	6	6	100%	6	100%	4	67%	5	83%	6	100%	6	100%
9B	2-hr. metered	16	1	6%	1	6%	0	0%	0	0%	0	0%	2	13%
10A	Unmarked	8	5	63%	4	50%	4	50%	5	63%	3	38%	5	63%
10B	2-hr. metered	10	8	80%	10	100%	9	90%	9	90%	7	70%	11	110%
10C	Unmarked	5	4	80%	5	100%	4	80%	4	80%	3	60%	5	100%
10C	1hr metered	3	2	67%	3	100%	2	67%	2	67%	3	100%	3	100%
11B	metered	24	4	17%	11	46%	10	42%	11	46%	11	46%	20	83%
11C	1 and 2 hr meter	5	1	20%	2	40%	7	140%	0	0%	2	40%	2	40%
11C	Residential	22	6	27%	9	41%	7	32%	4	18%	5	23%	3	14%
11D	2 hr	10	9	90%	8	80%	26	260%	9	90%	7	70%	4	40%
12B	2-hr. metered	30	9	30%	12	40%	2	7%	29	97%	26	87%	27	90%
12C	1-hr. metered	6	2	33%	2	33%	12	200%	3	50%	5	83%	5	83%
12D	mix of 2-hr and 10-hr	21	14	67%	17	81%	19	90%	16	76%	11	52%	11	52%
13B	2-hr. metered	30	7	23%	16	53%	11	37%	16	53%	15	50%	29	97%
13D	mix of 2-hr and 10-hr	13	5	38%	6	46%	11	85%	7	54%	7	54%	3	23%
100B	mix of 2-hr and 10-hr and free	18	15	83%	17	94%	17	94%	16	89%	14	78%	3	17%
200B	mix of 2-hr and 10-hr	15	10	67%	12	80%	12	80%	11	73%	10	67%	6	40%
200C	1-hr meter	7	2	29%	2	29%	4	57%	2	29%	3	43%	6	86%
300D	10-hr. not metered	16	8	50%	11	69%	10	63%	6	38%	6	38%	7	44%
400D	2-hr not metered	13	8	62%	8	62%	10	77%	4	31%	1	8%	8	62%
500D	2-hr not metered	17	17	100%	9	53%	7	41%	2	12%	7	41%	6	35%
TOTAL On-Street		509	273	54%	305	60%	327	64%	295	58%	282	55%	328	64%

Table 2E-2
Occupancy Count Results On-and Off-Street Parking
Friday, December 15, 2006

MUNICIPAL LOTS			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1	Metered Alley	8	5	63%	6	75%	7	88%	6	75%	6	75%	7	88%
1	Lot 10-4 hr meters	9	6	67%	8	89%	8	89%	1	11%	1	11%	5	56%
1	Lot 10 10-hr meters	17	12	71%	17	100%	16	94%	14	82%	5	29%	3	18%
1	Lot 11 10-hr meter	19	16	84%	17	89%	16	84%	12	63%	9	47%	10	53%
1	Lot 11 4-hr meters	11	8	73%	9	82%	10	91%	5	45%	2	18%	11	100%
2	Lot 9 10-hr meters	22	22	100%	20	91%	21	95%	16	73%	7	32%	9	41%
2	Lot 9 4-hr meter	8	8	100%	8	100%	5	63%	5	63%	3	38%	2	25%
3	NCP Lot	17	18	106%	14	82%	6	35%	2	12%	4	24%	13	76%
4	Lot 6	27	15	56%	15	56%	9	33%	8	30%	17	63%	27	100%
4	Lot 7	70	69	99%	56	80%	53	76%	52	74%	53	76%	70	100%
5	Lot 5	44	30	68%	44	100%	41	93%	41	93%	44	100%	44	100%
11	Lot 4	614	179	29%	198	32%	213	35%	204	33%	176	29%	202	33%
11	Fuddruckers	33	5	15%	16	48%	22	67%	18	55%	31	94%	28	85%
12	Lot 3	91	50	55%	70	77%	69	76%	57	63%	31	34%	10	11%
12	Lot 3 Alley 4-hr meters	27	25	93%	17	63%	20	74%	24	89%	18	67%	10	37%
13	Lot 2	59	31	53%	39	66%	51	86%	46	78%	35	59%	42	71%
13	Lot 1	14	10	71%	12	86%	9	64%	9	64%	8	57%	2	14%
13	W Alley 4-hr meter	16	11	69%	16	100%	16	100%	16	100%	16	100%	12	75%
400	Lot 8	54	35	65%	36	67%	29	54%	22	41%	4	7%	1	2%
TOTAL Municipal		1160	555	48%	618	53%	621	54%	558	48%	470	41%	508	44%

OFF-STREET SPACES			9:00 am - 11:00 am		11:00 am - 1:00 pm		1:00 pm - 3:00 pm		3:00 pm - 5:00 pm		5:00 pm - 7:00 pm		7:00 pm - 9:00 pm	
Block / Face	Description	# Stalls	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ	# Occ	% Occ
1	Alley Private	49	19	39%	20	41%	20	41%	16	33%	2	4%	1	2%
2	Pacific Trust	42	22	52%	30	71%	21	50%	32	76%	29	69%	12	29%
2	Alley Private	41	22	54%	25	61%	24	59%	19	46%	15	37%	11	27%
4	Alley Private	21	17	81%	18	86%	17	81%	19	90%	7	33%	5	24%
4	Church Lot	36	13	36%	3	8%	5	14%	2	6%	3	8%	2	6%
6	7-11 Lot	15	3	20%	0	0%	5	33%	2	13%	3	20%	5	33%
6	Lot near KFC	52	38	73%	56	108%	40	77%	25	48%	10	19%	1	2%
11	Red Lobster	3	0	0%	0	0%	1	33%	3	100%	2	67%	2	67%
11	Marie Calendar	3	2	67%	3	100%	3	100%	3	100%	3	100%	3	100%
12	Alley Private	28	13	46%	15	54%	22	79%	15	54%	16	57%	9	32%
13	Alley Private	53	24	45%	29	55%	21	40%	10	19%	13	25%	13	25%
TOTAL Off-Street (Private)		343	173	50%	199	58%	179	52%	146	43%	103	30%	64	19%
TOTAL ON-STREET		509	273	54%	305	60%	327	64%	295	58%	282	55%	328	64%
TOTAL MUNICIPAL		1160	555	48%	618	53%	621	54%	558	48%	470	41%	508	44%
TOTAL PRIVATE		343	173	50%	199	58%	179	52%	146	43%	103	30%	64	19%
TOTAL FOR THE DAY		2012	1001	50%	1122	56%	1127	56%	999	50%	855	42%	900	45%

EXHIBIT 5

Table 2F
Permit Occupancy Results
February 15, 2007

The table shows the results of the four observation periods for the total number of ten-hour spaces for each lot, including the number of spaces occupied by permit and non-permit holders. The combination of these two values gives the percentage occupancy. The number of permit holders compared to the total number of spaces occupied gives the percentage of permit occupancy.

Table 5 illustrates the average occupancy of each public lot and the average permit occupancy as well.

		9:30				11:00				1:00				3:00				Average			
	10-Hour Spaces	Prmts	Non-Prmts	% Occup	% Permits	Prmts	Non-Prmts	% Occup	% Permits	Prmts	Non-Prmts	% Occup	% Permits	Prmts	Non-Prmts	% Occup	% Permits	Prmts	Non-Prmts	% Occup	% Permits
Lot 1	13	3	7	76.9%	30.0%	4	5	69.2%	44.4%	2	8	76.9%	20.0%	3	10	100.0%	23.1%	3	8	84.6%	27.3%
Lot 2	30	6	13	63.3%	31.6%	6	14	66.7%	30.0%	5	14	63.3%	26.3%	5	16	70.0%	23.8%	6	14	66.7%	30.0%
Lot 3	68	8	44	76.5%	15.4%	9	36	66.2%	20.0%	7	45	76.5%	13.5%	7	43	73.5%	14.0%	8	42	73.5%	16.0%
Lot 5	42	6	29	83.3%	17.1%	6	30	85.7%	16.7%	5	36	97.6%	12.2%	5	33	90.5%	13.2%	6	32	90.5%	15.8%
Lot 6	27	4	4	29.6%	50.0%	5	8	48.1%	38.5%	4	10	51.9%	28.6%	4	11	55.6%	26.7%	4	8	44.4%	33.3%
Lot 7	39	11	20	79.5%	35.5%	11	22	84.6%	33.3%	8	30	97.4%	21.1%	8	27	89.7%	22.9%	10	25	89.7%	28.6%
Lot 8	54	17	34	94.4%	33.3%	15	30	83.3%	33.3%	16	23	72.2%	41.0%	13	36	90.7%	26.5%	15	31	85.2%	32.6%
Lot 9	22	8	13	95.5%	38.1%	8	14	100.0%	36.4%	5	16	95.5%	23.8%	4	14	81.8%	22.2%	6	14	90.9%	30.0%
Lot 10	11	9	2	100.0%	81.8%	8	3	100.0%	72.7%	8	1	81.8%	88.9%	8	2	90.9%	80.0%	8	2	90.9%	80.0%
Lot 11	18	6	6	66.7%	50.0%	8	7	83.3%	53.3%	6	6	66.7%	50.0%	8	8	88.9%	50.0%	7	7	77.8%	50.0%
Grand Total	324	78	172	77.2%	31.2%	80	169	76.9%	32.1%	66	189	78.7%	25.9%	65	200	81.8%	24.5%	73	183	79.0%	28.5%

EXHIBIT 6

These numbers represent the number of spaces required for each block based upon land use.

Table 2G
Chula Vista Current Parking Demand Projection

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	V	W
Block	Office	Retail	Bank	Medical Office	Mixed Use	Motel	Service	Bar	Museum	Restaurant	Residential	Community	Church	Banquet Hall	Day Care	Vacant	Demand (current)	Parking Supply	Surplus/ Deficit
																			(current)
Daytime	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	0.75	2.37	2.37	2.37	2.37			
1	12,885	0	0	9,832	17,372	0	0	0	0	2,002	0	0	0	10,040	0	0	124	126	2
2	23,110	15,904	16,588	4,761	11,574	0	7,199	0	0	0	10,228	0	0	0	0	0	212	179	-33
3	0	8,037	0	2,352	7,148	0	0	1,679	0	3,938	57,742	0	0	0	0	0	192	113	-79
4	14,756	9,572	0	0	12,044	0	975	0	0	7,606	0	0	0	0	0	0	107	204	97
5	10,692	1,120	0	0	5,828	0	5,116	0	0	6,974	0	0	0	0	1,746	0	75	100	25
6	1,820	3,438	0	0	0	0	6,034	0	0	1,988	0	0	0	0	0	0	31	172	141
7	0	0	0	0	0	0	0	0	0	0	0	97,632	0	0	0	0	73	118	45
8	9,481	1,800	0	1,508	100,405	0	832	0	0	0	0	0	0	0	0	0	270	891	621
9	56,154	0	12,636	0	20,085	7,728	0	0	0	0	0	0	0	0	0	0	229	132	-97
10	27,780	0	0	0	0	0	0	0	0	1,200	3,102	0	0	0	0	4,950	76	46	-30
11	0	0	14,766	0	61,100	0	0	0	1,157	24,079	0	0	0	0	0	0	240	758	518
12	1,209	19,524	0	10,500	55,461	0	11,766	0	0	0	0	11,340	0	0	0	1,340	242	201	-41
13	3,034	3,540	0	11,712	9,243	0	4,713	0	0	7,713	18,731	0	0	0	0	16,348	139	183	44
100	5,740	0	0	1,100	6,768	0	0	0	0	0	850	0	0	0	0	0	34	18	-16
200	1,800	0	0	16,400	10,225	0	0	0	0	0	8,300	0	0	0	0	0	87	27	-60
300	9,515	0	0	3,800	3,300	0	0	0	0	0	12,150	0	0	0	0	0	68	26	-42
400	550	0	0	9,150	3,300	0	0	0	0	0	12,080	0	0	0	0	0	59	67	8
Totals	178,526	63,035	43,990	71,115	323,853	7,728	36,635	1,679	1,157	55,502	123,183	108,972	0	10,040	1,746	21,638	2,258	3,361	1,103
																	(stalls)	(stalls)	(stalls)

EXHIBIT 7

Table 2H
Chula Vista
Future Parking Demand with ENA Sites Developed

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	V	W
Block	Office	Retail	Bank	Medical Office	Mixed Use	Motel	Service	Bar	Museum	Restaurant	Residential	Community	Church	Banquet Hall	Day Care	Vacant	Demand (current)	Parking Supply	Surplus/ Deficit
																			(current)
Daytime	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	0.75	2.37	2.37	2.37	2.37			
1	12,885	0	0	9,632	17,372	0	0	0	0	2,002	0	0	0	10,040	0	0	124	92	-32
2	23,110	15,904	16,588	4,761	11,574	0	7,199	0	0	0	10,228	0	0	0	0	0	212	149	-63
3	0	8,037	0	2,352	7,148	0	0	1,679	0	3,938	57,742	0	0	0	0	0	192	113	-79
4	14,756	9,572	0	0	12,044	0	975	0	0	7,608	0	0	0	0	0	0	107	175	68
5	10,692	1,120	0	0	5,828	0	5,116	0	0	6,974	0	0	0	0	1,746	0	75	100	25
6	1,620	3,438	0	0	0	0	6,934	0	0	1,988	0	0	0	0	0	0	31	172	141
7	0	0	0	0	0	0	0	0	0	0	0	97,632	0	0	0	0	73	118	45
8	9,481	1,800	0	1,508	100,405	0	632	0	0	0	0	0	0	0	0	0	270	891	621
9	56,154	0	12,636	0	20,085	7,728	0	0	0	0	0	0	0	0	0	0	229	132	-97
10	27,780	0	0	0	0	0	0	0	0	1,200	3,102	0	0	0	0	4,950	76	46	-30
11	0	0	14,766	0	61,100	0	0	0	1,157	24,079	0	0	0	0	0	0	240	758	518
12	1,209	19,524	0	10,500	55,461	0	11,766	0	0	0	0	11,340	0	0	0	1,340	242	80	-162
13	3,034	3,640	0	11,712	9,243	0	4,713	0	0	7,713	18,731	0	0	0	0	15,348	139	183	44
100	5,740	0	0	1,100	6,768	0	0	0	0	0	850	0	0	0	0	0	34	18	-16
200	1,800	0	0	16,400	10,225	0	0	0	0	0	8,300	0	0	0	0	0	87	27	-60
300	9,515	0	0	3,800	3,300	0	0	0	0	0	12,150	0	0	0	0	0	68	26	-42
400	550	0	0	9,150	3,300	0	0	0	0	0	12,080	0	0	0	0	0	59	67	8
Totals	178,525	63,035	43,990	71,115	323,853	7,728	36,635	1,679	1,157	55,502	123,183	108,972	0	10,040	1,746	21,638	2,258	3,147	889
																	(stalls)	(stalls)	(stalls)

EXHIBIT 8

Table 2I
Chula Vista
Parking Demand Projections and Surplus or Deficits for UCSP Model

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	R	V	W
Block	Office	Retail	Bank	Medical Office	Mixed Use	Motel	Service	Bar	Museum	Restaurant	Residential	Community	Church	Banquet Hall	Day Care	Demand (current)	Prking Supply	Surplus/ Deficit
																		(current)
Daytime	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37	2.37			
1	28,460				56,920						56,920					337	84	-253
2	24,780				49,560						49,560					294	138	-156
3	12,296				24,592						24,592					146	96	-50
4	15,984				31,968						31,968					189	183	-6
5	18,000				36,000						36,000					213	82	-131
6	33,000				66,000						66,000					391	59	-332
7	0	0	0	0	0	0	0	0	0	0	0	97,632	0	0	0	231	118	-113
8	9,481	1,800	0	1,508	100,405	0	832	0	0	0	0	0	0	0	0	270	891	621
9	56,154		12,636		20,085	7,728					0					229	132	-97
10	11,440	0	0	0	22,880	0	0	0	0	1,200	3,102	0	0	0	0	92	31	-61
11	0	0	14,766	0	61,100	0	0	0	1,157	24,079	0	0	0	0	0	240	758	518
12	27,376				54,752						54,752					324	173	-151
13	28,704				57,408						57,408					340	129	-211
100	8,702	0	0	0	6,768	0	0	0	0	0	0	0	0	0	0	37	18	-19
200	0	0	0	30,650	4,050	0	0	0	0	0	4,050	0	0	0	0	92	27	-65
300																	26	
400																	67	
Totals	274,377	1,800	27,402	32,158	592,488	7,728	832	0	1,157	25,279	384,352	97,632	0	0	0	3,425	3,012	-506
																(stalls)	(stalls)	(stalls)

(1) UCSP Model assumes an FAR of 2.0 for frontages along Third Avenue; 40% of the space residential, 40% of the space commercial and 20% of the space office.